



**SUSTAINABLE
GOLF INDEX**  **2011**
Towards sustainable golf events

Sector Report

2011

BETWEEN US
CREATING BETTER BUSINESS

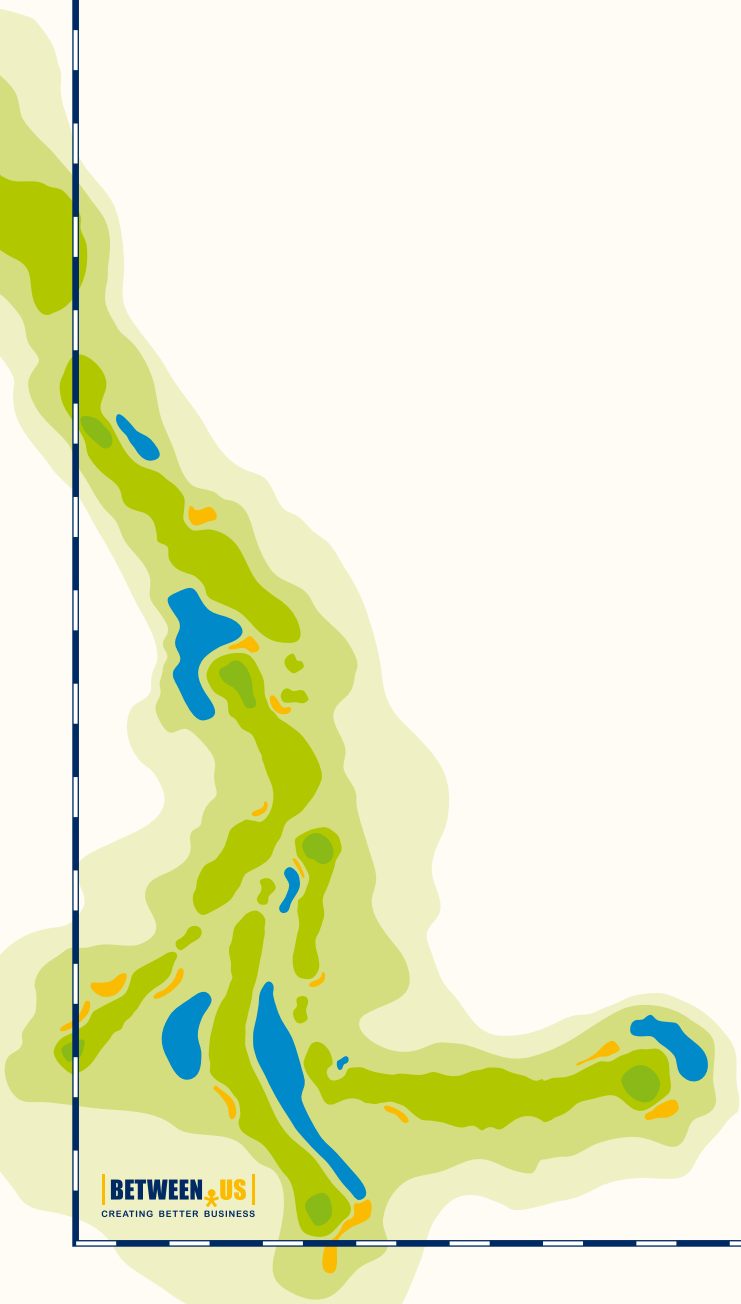


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Preface

Increased sustainability for golf courses and golf events seems inevitable. With golf on the edge of becoming an Olympic sport, sustainability requirement levels are predictably moving upwards in line with changing consumer perceptions. And for sponsors of golfing events, who often operate in luxury market segments, brand value is of the highest importance.

Our first Sustainable Golf Index sector report clearly demonstrates that events that are sponsored by frontrunners in sustainability, are not necessarily sustainable themselves or at least their events do not effectively communicate about it. This implies that there is a reputation risk emerging. An event that is not sustainable can have a serious negative impact on the sponsors' corporate reputation.

This sector report provides full insight into the current situation at the European professional golf events. It contains a detailed overview for each of the 72 events evaluated on the

key strengths and points for improvement. This makes this sector report the most complete overview on sustainability in the European golf sector.

I invite you to join us in our efforts to tackle the sustainability challenges to the golfing sector! And should you wish to consult us on how to make your event more sustainable, let me know. In any case I wish you pleasant reading.

With kind regards,

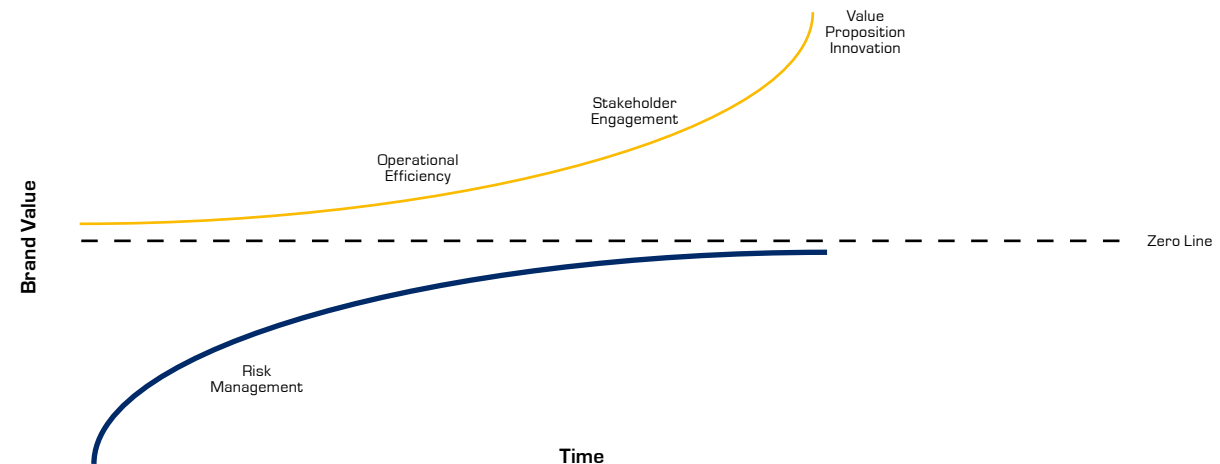
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The importance of intangibles such as reputation

Golf events are valued in many cases on their tangible assets such as prize money, size and players list. However, the importance of intangibles cannot be overstated. Corporate sponsors in golf are becoming more active on various sustainability issues and need to be transparent in order to meet international standards such as ISO¹, GRI² and the Dow Jones Sustainability Index. Sustainability is becoming an important driver for the overall brand value and corporate reputation. This increasing importance of intangible assets is slowly but certainly reflected in the sponsoring approach of golf events.

A strategic approach to sustainable events

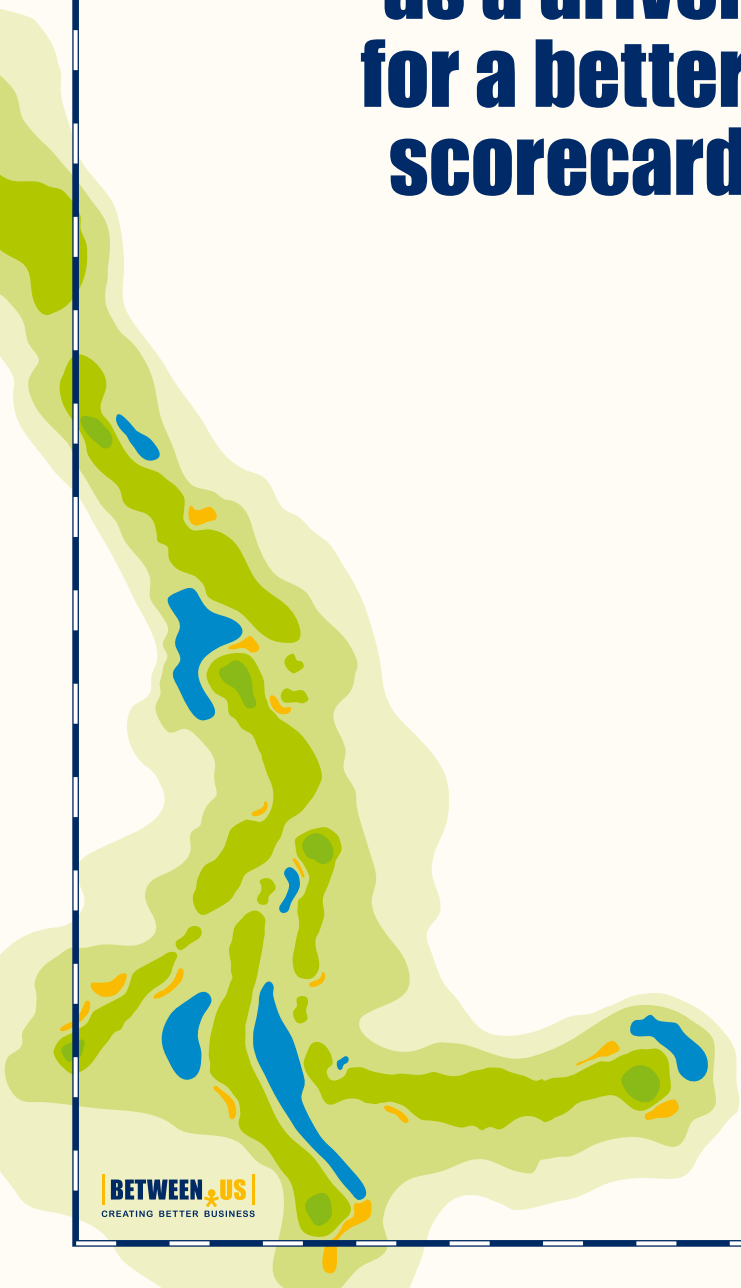
The levels of compliance and competition on sustainability in today's market place are moving up. Sustainability makes part of 'business as usual' and frontrunners are going beyond philanthropy and compliance. If an event is mainly active on risk management, the brand value will develop exponentially towards the zero line. However, in order to improve its reputation even further, an event should focus on operational efficiency, stakeholder engagement and innovation of the value proposition.



¹ International Organisation for Standardisation, a network of the national standards institutes of 162 countries.

² Global Reporting Initiative, a network-based organization that promotes the mainstreaming of disclosure on environmental, social and governance performance.

Sustainability as a driver for a better scorecard



The SEM Model

The Sustainable Golf Index study is based on public data and addresses the perceived sustainability of golf tournaments from a consumer perspective. The data was collected from the websites of the European Tour, the event website, the golf course website, the websites from key stakeholders of the event and from additional reports from sources such as GEO, newspaper articles and other public information.

The analysis is conducted according to the Sustainable Event Monitor (SEM) methodology. SEM is a model which has been developed by Between-us in cooperation with the NHTV Academy for Leisure and encompasses four domains: People, Planet, Virtues and Sins. Each domain comprises seven indicators which allow to measure and monitor various sub-indicators and KPIs. For the Sustainable Golf Index, the model has been tailored to the golf event industry and the assessment of a tournament's sustainability performance is defined by the three domains Planet, People and Virtues.

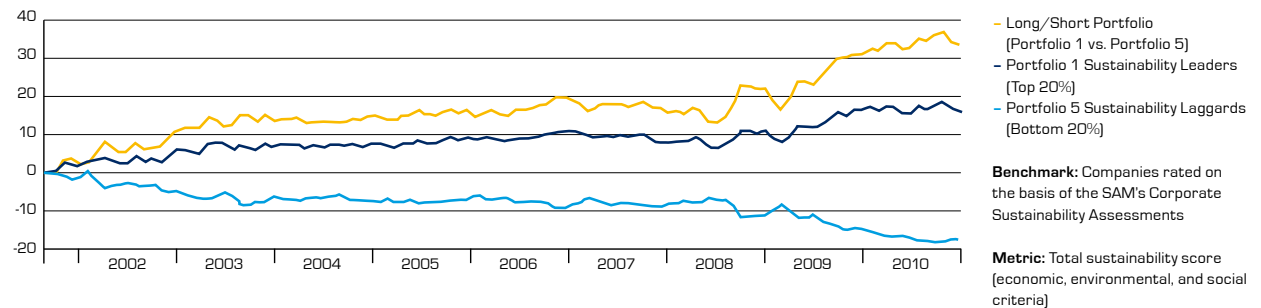
In total there are 58 sub-indicators specifying the set of the main 21 indicators. An overview of the main indicators is given on page 14.

The study was conducted among 72 tournaments of the European Tour, Challenge Tour, Senior Tour and Ladies Tour. Only tournaments taking place in Europe were taken into consideration. Four of these tournaments (Open de España Femenino, Madrid Masters, Mugello Tuscany Open and Rolex Trophy) were not taken into account as the location was not set or public data was insufficiently available during the research period (February-May 2011). Based on the perceived overall sustainability assessment, golf tournaments are ranked in the Sustainable Golf Index representing the total score in percentages.

Relevance to the industry: Sustainability can outperform

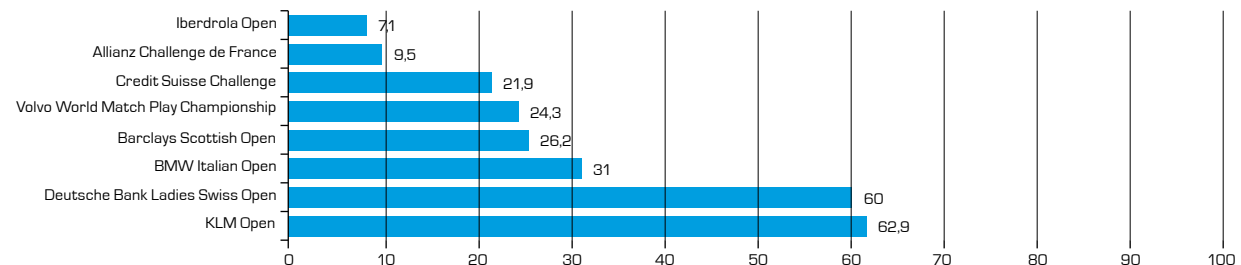
Cumulative Log Outperformance in %

Source: SAM



	Portfolio 1 Sustainability Leaders	Portfolio 5 Sustainability Laggards	Long/Short (Pf 1 vs. PF 5)
Outperformance (p.a. in %)	1.74	-1.87	3.68
Tracking Error (in %)	3.27	2.70	5.08
Information Ratio	0.53	-0.69	0.72
T-Stat	1.66	-2.09	2.25

The above example of SAM³ demonstrates that sustainable leaders outperform the sustainability laggards. Frontrunners in sustainability such as Deutsche Bank, KLM Air France and Ricoh exemplify that sustainability creates extra value. As a result major events want to align their sponsoring activities with the overall corporate sustainability strategy. The following table gives information on the title sponsors of the major golf tournaments that are listed on the Dow Jones Sustainability Index (DJSI). The DJSI is a global index of leading sustainability-driven companies. Unfortunately most of the golf events that they are funding have no clear sustainability strategy in place. The Sustainable Golf Index clearly demonstrates that events that are sponsored by leading sustainable corporations (i.e. Iberdrola and Allianz) are not necessarily sustainable themselves or at least they do not communicate about it.

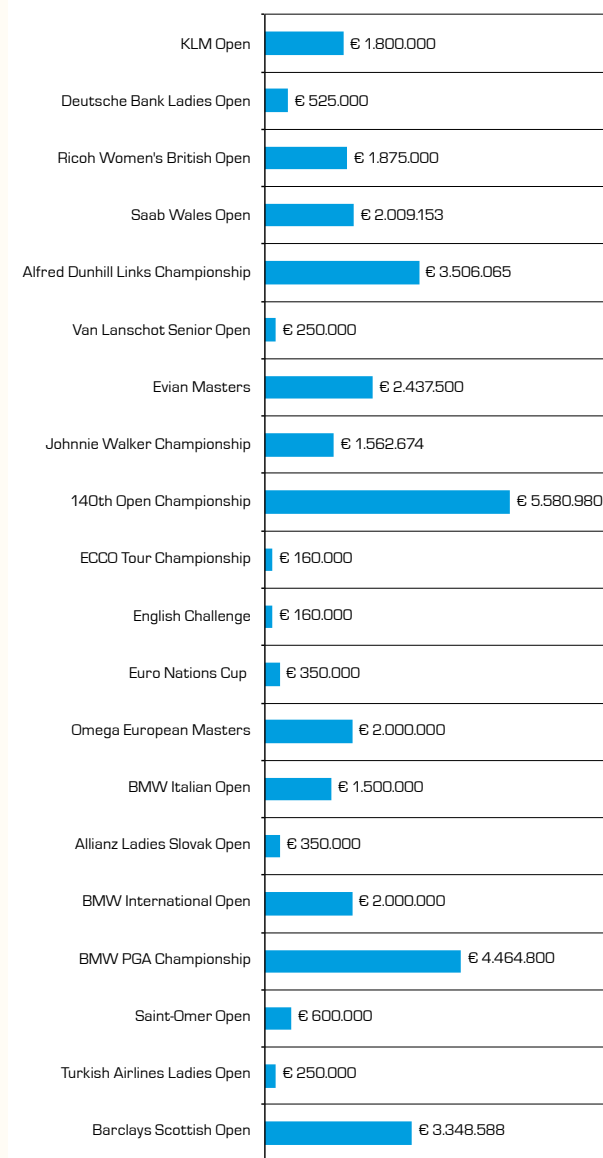


³ SAM (Sustainable Asset Management) is a part of Rabobank and is the organisation behind the scores in the Dow Jones Sustainability Index.

Top 20 events and their prize money

The following graph represents the top 20 events from the Index and their prize money. The graph indicates that there is no direct correlation between the sustainability level of an event and the prize money awarded. For instance, the Deutsche Bank Ladies Swiss Open, one of the first events that started with a sustainability strategy rewarded the players with a total amount of €525.000, compared to the €2.000.000 at the Czech Open [Nr. 69 on the Index].

Top 20 events



Management summary

The golf event industry is recognizing the need for sustainability. However incorporating sustainability into business requires a strategy, leadership and stakeholder engagement. The benchmark analysis of 72 European based golf tournaments on perceived sustainability indicates that only a small minority is active on sustainability in the broad sense.

- Sustainability at golf events is mainly driven by the commitment of the major sponsors. One of the first important steps that events take is a GEO certified golf course that takes into account several environmental issues such as: water management, waste, energy and preserving biodiversity at the venue.
- Frontrunners are learning us that there are several quick wins to become a more sustainable event: Engage local stakeholders, create educational projects for the audience and employees, provide biological catering, use electric vehicles, be pro-active on waste reduction, partner with an NGO and measure and monitor the sustainability performance of the event

Key strengths Smallest gap to best score

- 1 Involve local community
- 2 Tournament website with social media to communicate sustainable initiatives
- 3 Promotion of public transport
- 4 Biological/organic catering
- 5 FairWay tool to develop a sustainable strategy

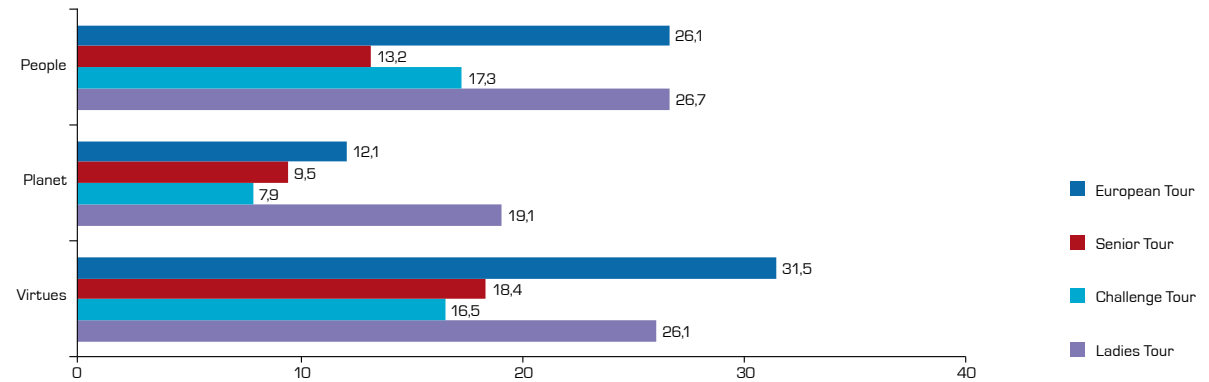
Key challenges Biggest gap to best score

- 1 Green energy throughout the entire golf venue, combined with energy efficient equipment and electric vehicles
- 2 Transportation plan that includes a sustainable infrastructure, shuttle busses and accessibility for wheelchairs
- 3 A completely (GEO) certified golf course
- 4 Multi-stakeholder environment with research institutes, NGOs and local suppliers
- 5 Water management system with grey water installations, irrigation systems and bio-membrane technology

Sector averages

The tournaments were mainly communicating on various social aspects. The environmental issues however, were not addressed by the majority of golf tournaments or at least the events did not communicate on Planet issues. Tournaments from the Ladies Tour scored best on social issues with a sec-

tor average of 31.5%. With an average of 19.1% the European Tour events were most active on environmental issues and both the European- and the Ladies Tour were leading on the 'virtues' domain (26.7% and 26.6%).



Top 3 sustainable events per tour

Position	European Tour	Score %
1	KLM Open	62.9
2	SAAB Wales Open	55.2
3	Alfred Dunhill Links Championship	54.3



Position	Senior Tour	Score %
1	Van Lanschot Senior Open	53.9
2	Cleveland Golf / Srixon Scottish Senior Open	16.2
3	Casa Serena Open	14.3



Position	Challenge Tour	Score %
1	ECCO Tour Championship	38.6
2	English Challenge	35.2
3	Credit Suisse Challenge	21.9



Position	Ladies Tour	Score %
1	Deutsche Bank Ladies Open	60.0
2	Ricoh Women's British Open	55.2
3	Evian Masters presented by Societe Generale	46.7



Research background

A total of 72 European based golf events were analyzed:

- European Tour: 26 events

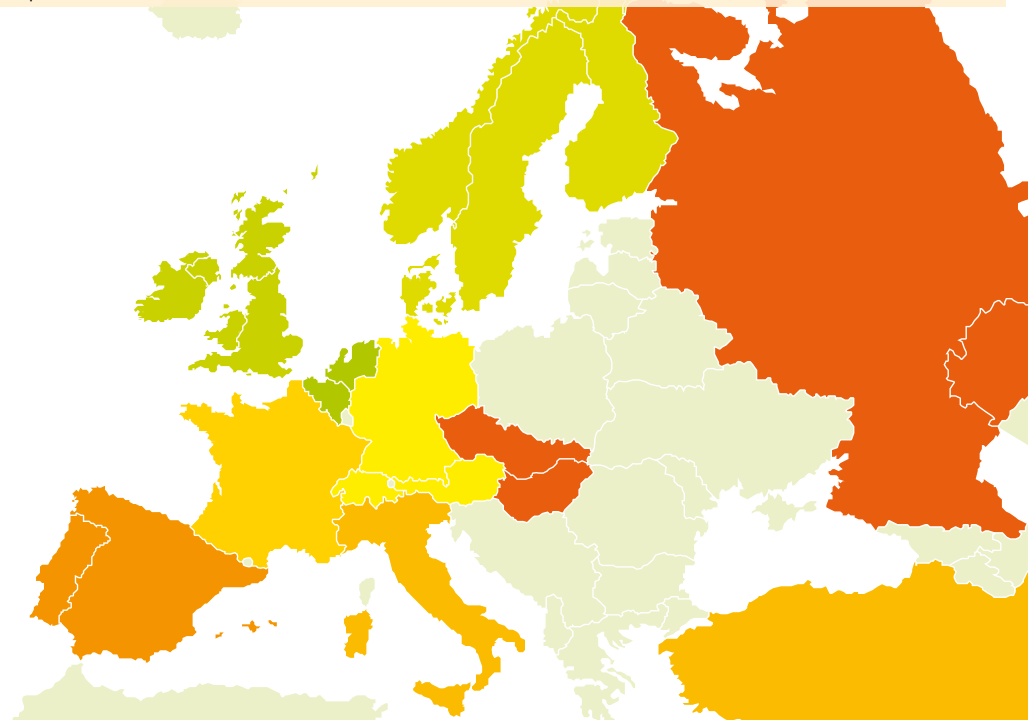
- Challenge Tour: 18 events

- Ladies Tour: 17 events

- Senior Tour: 11 events

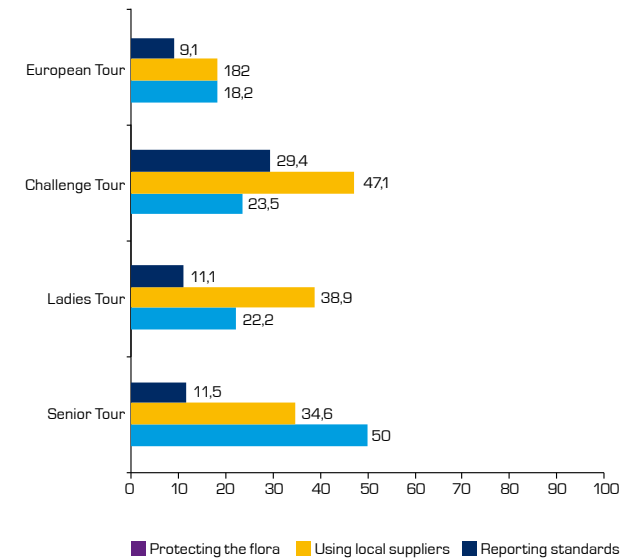
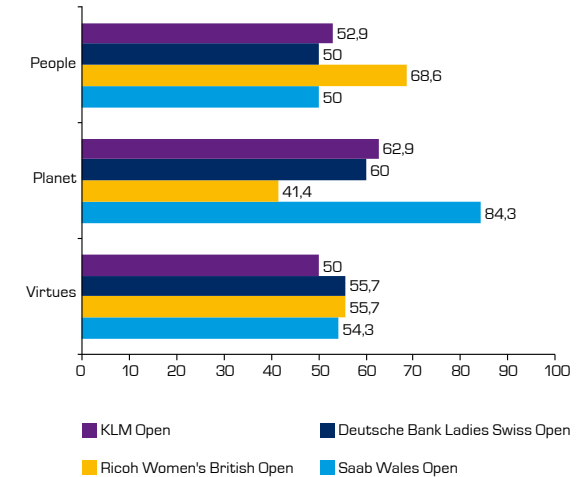
Regional distribution of golf events:

Geographic scope	Tournaments	Average Score	
Benelux - Netherlands, Belgium	4	40.4%	●
United Kingdom - England, Scotland, Ireland, Wales	18	25.0%	●
Scandinavia - Denmark, Norway, Sweden, Finland	5	21.6%	●
DACH - Germany, Austria, Switzerland	10	20.4%	●
France	10	16.2%	●
Italy, Turkey	6	15.9%	●
Iberia - Spain and Portugal	13	14.4%	●
Eastern Europe - Czech republic, Slovakia, Russia and Kazakhstan	6	9.8%	●



Overview of assessment criteria

Domain	Indicator
Planet	Energy
	Mobility
	Water management
	Waste management
	Natural resources
	Biodiversity
	Venue
People	Cultural diversity
	Local cooperation
	Social well-being
	Social Responsibility
	Education
	Communication
	Economic well-being
Virtues	Strategic planning
	Commitment
	Choice of stakeholders
	Accessibility
	Measurement tools
	Infrastructure
	Innovation



Overall results

The Sustainable Golf Index

1. Albatross overall KLM Open, the Netherlands

The KLM Open is very active in the field of sustainability. At the 2010 edition, the event showcased a number of initiatives such as electric vehicles on the golf course, fuel efficient vehicles to transfer the players, green energy for the event, biological catering, using natural pesticides on the golf course and protection of the flora and fauna on the golf course.



2. Eagle overall Deutsche Bank Ladies Swiss Open, Switzerland

The Deutsche Bank Ladies Open was the first carbon neutral event of the Ladies Tour. Together with the commitment of the title sponsor, strong efforts were made to render the event more sustainable. Using local suppliers, organic food products, shuttle services and ensuring employee diversity, the Deutsche Bank Ladies Swiss Open is a frontrunner in the sector.



3. Birdie overall Ricoh Women's British Open/ Saab Wales Open, United Kingdom

The Saab Wales Open takes place on the Twenty Ten Course, which was also the venue for the Ryder Cup 2010. With a strong focus on mainly environmental issues, both tournaments became third in the overall ranking. With Green Initiatives for Tomorrow (Ricoh), the Ryder Cup Green Drive by GEO (Celtic Manor resort), multiple stakeholder environments and accessibility for disabled people, both tournaments have their sustainability strategy in place.



#	Tournament	Venue	Tour	% 2011
1	KLM Open	Hilversumsche GC, Hilversum, Netherlands	European Tour	62.9
2	Deutsche Bank Ladies Open	Golf Gerre Losone, Ticino, Switzerland	Ladies Tour	60.0
3	Ricoh Women's British Open	Carnoustie Golf Club, Scotland, United Kingdom	Ladies Tour	55.2
4	Saab Wales Open	The Celtic Manor Resort, City of Newport, Wales	European Tour	55.2
5	Alfred Dunhill Links Championship*	Old Course St. Andrews, Carnoustie and Kingsbarns, Fife, Scotland	European Tour	54.3
6	Van Lanschot Senior Open	The Royal Haagsche Golf & Country Club, The Hague, Netherlands	Senior Tour	53.9
7	EVIAN MASTERS presented by Societe Generale	Evian Masters GC, Evian-Les-Bains, France	Ladies Tour	46.7
8	Johnnie Walker Open Championship	The Gleneagles Hotel, Perthshire, Scotland	European Tour	42.4
9	THE 140th OPEN CHAMPIONSHIP	Royal St George's GC, Sandwich, Kent, England	European Tour	39.5
10	ECCO Tour Championship	Lubker Golf Resort, Nimtofte, Denmark	Challenge Tour	38.6
11	English Challenge	The Stoke By Nayland Hotel, Golf & Spa, Colchester, Essex, England	Challenge Tour	35.2
12	Euronations Cup de Valencia	La Sella Golf Resort, Alicante, Spain	Ladies Tour	33.8

Overall results

#	Tournament	Venue	Tour	% 2011
13	Omega European Masters	Crans-sur-Sierre, Crans Montana, Switzerland	European Tour	32.4
14	BMW Italian Open	Royal Park I Roveri, Turin, Italy	European Tour	31.0
15	Ladies Slovak Open	Gray Bear Golf Course, Tále, Slovakia	Ladies Tour	28.1
16	BMW International Open	Golfclub München Eichenried, Munich, Germany	European Tour	28.1
17	BMW PGA Championship	Wentworth Club, Surrey, England	European Tour	27.1
18	Saint-Omer Open presented by Neufilze	Aa Saint Omer GC, Lumbres, France	European / Challenge Tour	26.7
19	Turkish Ladies Open	National Golf Club, Belek, Antalya, Turkey	Ladies Tour	26.2
20	The Barclays Scottish Open	Castle Stuart Golf Links, Inverness, Scotland	European Tour	26.2
21	Alstom Open de France	Le Golf National, Paris, France	European Tour	25.2
22	Volvo World Match Play Championship	Finca Cortesin GC, Casares, Andalucia, Spain	European Tour	24.3
23	Open de España	Real Club de Golf El Prat, Terrassa, Barcelona, Spain	European Tour	23.8
24	The 2011 Solheim Cup	Killean Castle, County Meath, Ireland	Ladies Tour	23.3
25	Deloitte Ladies Open	Golfclub Broekpolder, Rotterdam, Netherlands	Ladies Tour	23.3
26	Nordea Scandinavian Masters	Bro Hof Slott GC, Stockholm, Sweden	European Tour	23.3
27	AIB Ladies Irish Open	Killean Castle, County Meath, Ireland	Ladies Tour	22.9
28	Credit Suisse Challenge	Golf Sempachersee, Hildisrieden, Switzerland	Challenge Tour	21.9
29	Telenet Trophy	Royal Waterloo, La Marache Course, Lasne, Belgium	Challenge Tour	21.4
30	Norwegian Challenge	Hauger Golf Klubb, Slattum, Norway	Challenge Tour	20.0
31	Tenerife Ladies Open	Golf de Las Americas, Tenerife, Spain	Ladies Tour	18.6
32	Acaya Challenge Open	Acaya Golf Resort, Lecce, Puglia, Italy	Challenge Tour	18.1
33	Andalucia Valderrama Masters	Club de Golf Valderrama, Sotogrande, Spain	European Tour	17.6
34	UniCredit Ladies Open	Golfpark Gut Häusern, Nr. Munich, Germany	Ladies Tour	17.1
35	Cleveland Golf / Srixon Scottish Senior Open	Fairmont St. Andrews, St. Andrews, Fife, Scotland	Senior Tour	16.2
36	The Princess by Schuco	PGA of Sweden National, Bara, Sweden	Challenge Tour	15.7
37	Open de Andalucia de Golf	Parador de Málaga Golf, Málaga, Spain	European Tour	15.2
38	Casa Serena Open	Casa Serena Golf, Prague, Czech Republic	Senior Tour	14.3
39	Sicilian Open	Donnafugata Golf Resort & SPA, Sicily, Italy	European tour	12.9
40	Ladies Open de Portugal	Campo Real Golf, Turcifal, Portugal	Ladies Tour	12.4
41	Berenberg Bank Masters 2011	Cologne Golf und Land Club, Cologne, Germany	Senior Tour	11.9
42	Open de France Féminin	Paris International Golf Club, Baillet-en-France, France	Ladies Tour	11.4
43	ISPS Handa Senior Masters presented by The Stapleford Forum	Stapleford Park, Melton Mowbray, England	Senior Tour	11.4
44	Karnten Golf Open	GC Klagenfurt-Seltenheim, Klagenfurt, Austria	Challenge Tour	11.0
45	Finnair Masters	Helsinki Golf Club, Tali, Finland	Ladies Tour	10.5
46	The Vivendi Trophy with Seve Ballesteros	St. Nom La Breteche, Paris, France	European Tour	10.5
47	Bad Ragaz PGA Seniors Open	Golf Club Bad Ragaz, Bad Ragaz, Switzerland	Senior Tour	10.5
48	Portugal Masters	Oceânico Victoria Golf Course, Vilamoura, Portugal	European Tour	10.0
49	Scottish Hydro Challenge	Macdonald Spey Valley GC, Aviemore, Scotland	Challenge Tour	10.0
50	Allianz Challenge de France	Golf Disneyland, Disneyland Paris, France	Challenge Tour	9.5
51	Allianz Golf Open Grand Toulouse	Golf de Toulouse-Seilh, Seilh, France	Challenge Tour	9.0
52	Benahavis Senior Masters	La Quinta Golf & Country Club, Marbella, Spain	Senior Tour	8.6
53	Allianz Open Cotes d'Armor - Bretagne	Golf Blue Green de Pléneuf Val André, Le Val André, France	Challenge Tour	8.6
54	The Senior Open Championship 2011	Walton Heath G.C., Surrey, Surrey, England	Senior Tour	8.1
55	Allianz Golf Open de Lyon	Golf du Gouverneur, Monthieux, France	Challenge Tour	8.1
56	Irish Open	Killarney Golf & Fishing Club, Killarney, Co Kerry, Republic of Ireland	European Tour	7.6
57	Iberdrola Open	Pula GC, Son Servera, Mallorca, Spain	European Tour	7.1
58	Travis Perkins plc Senior Masters 2011	Duke's Course, Woburn GC, Woburn, England	Senior Tour	7.1
59	CASTELLÓ MASTERS Costa Azahar	Club de Campo del Mediterráneo, Castellón, Valencia, Spain	European Tour	6.7
60	UNIQA Ladies Golf Open presented by Raiffeisen	Golfclub Fohrenwald, Wiener Neustadt, Austria	Ladies Tour	6.2
61	Cannes Mougins Masters	Cannes Mougins, Cannes, France	Senior Tour	6.2
62	Austrian Golf Open	Diamond Country Club, Atzenbrugg, Austria	European Tour	5.2
63	Madeira Islands Open BPI - Portugal	Porto Santo Golf, Madeira, Portugal	European Tour/ Challenge Tour	4.8

Overall results

#	Tournament	Venue	Tour	% 2011
64	The De Vere Club PGA Seniors Championship	Hunting Course, De Vere Slaley Hall, Hexham, England	Senior Tour	4.8
65	Kazakhstan Open	Nurtau GC, Almaty, Kazakhstan	Challenge Tour	4.8
66	Aberdeen Ladies Scottish Open presented by EventScotland 1	Archerfield Links, East Lothian, United Kingdom	Ladies Tour	4.3
67	Roma Golf Open 2011	Olgiate GC, Rome, Italy	Challenge Tour	4.3
68	Prague Golf Masters	Prague City Golf Club, Prague, Czech Republic	Ladies Tour	3.9
69	Czech Open	Prosper Golf Resort, Čeladná, Czech Republic	European Tour	3.8
70	Russian Challenge Cup	Tselevo Golf & Polo Club, Moscow, Russia	Challenge Tour	3.8
71	Fred Olsen Challenge de Espana	Tecina Golf, La Gomera, Canary Islands, Spain	Challenge Tour	3.8
72	Challenge Tour Grand Final	San Domenico Golf, Puglia, Italy	Challenge Tour	2.9
***	Open de España Femenino	TBC	Ladies Tour	
***	Madrid Masters	TBC	European Tour	
***	Mugello Tuscany Open	Poggio dei Medici GC, Scarperia, Florence, Italy	Challenge Tour	
***	Rolex Trophy	Golf Club de Genève, Geneva, Switzerland	Challenge Tour	

Best Practice Examples

People

The Euronations Cup de Valencia is very active in community involvement. By providing an art exhibition during the event that combines local artists with golf and a shopwindow contest, the tournament strives to involve the local community.

The 140th edition of the Open Championship, the golf's oldest Major Championship, brings significant economic benefit to the region. Next to the economic spin-off, local cooperation and a well thought out stakeholder communication strategy result in the tournament scoring highly on the People domain (64.3%). During the 2010 event, 5000 underprivileged children were introduced into golf with the help of PGA professionals.

The Deutsche Bank Ladies Swiss Open was the first carbon neutral event on the Ladies Tour. On top the tournament is very active on social issues. The title sponsor, Deutsche Bank, made a strong diversity commitment on the tournament website and the tournament itself implements an extensive volunteer program.

An interesting initiative on donation and charity comes from the Ricoh Women's British Open. The GIFT program (Green Initiatives for Tomorrow) entails that for every ten people that pledge to reduce their CO₂ footprint, Ricoh and the British Open pledges to plant a tree in Africa.

Planet

The venue of the KLM Open, de Hilversumsche Golf club, is GEO certified as is the venue for the Van Lanschot Senior Open (The Royal Haagsche Golf & Country Club). The KLM Open is very active on biodiversity and has implemented green energy for the event, is using electric vehicles on site and transfers the players in low emission BMW vehicles. Remaining CO₂ emissions are compensated through Gold Standard certificates.

The Alfred Dunhill Links Championship is played at three golf courses: St. Andrews Old Course, Carnoustie Golf Links and Kingsbarns Golf Links. With one venue that is GEO OnCourse certified (St. Andrews) and another that won the Golf Course Environmental Award (Carnoustie), the event and its golf courses score high on protecting flora and fauna and reducing pesticides.

The España Open is promoting Biogolf (see also next paragraph), a project to protect and conserve biodiversity.

Best Practice Examples

Virtues

The Deutsche Bank Ladies Swiss Open is one of the first golf tournaments worldwide that has created a strategy on sustainability issues. Started in 2009, with the use of shuttle busses and energy-efficient vehicles, the program has been developed further since then, with a strong emphasis on local providers and protecting biodiversity on the golf course.

In terms of accessibility the BMW PGA Championship partners with Event Mobility, a charitable trust that assists the disabled, elderly and mobility impaired to achieve easier access to events.

The ISPS Handa Senior Masters creates a platform to develop golf at the grassroots for blind and disabled people.

The Evian Masters, KLM Open and the Deutsche Bank Ladies Open all demonstrate good sustainable development by calculating and off-setting the carbon emissions of the event.

Case Study

The Spanish Biogolf project: positive deviance

The project is founded and promoted by the FIDA, a Nature Conservancy organization in the Madrid area, supported by the Spanish Golf Federation and funded by the municipality of Madrid. Also the Open de España is communicating the initiative. The aim of the Biogolf project is to preserve biodiversity on and around golf courses. It started with a pilot at the Centro Nacional de Golf in Madrid.

The public opinion is often focused at the negative impacts of golf courses such as the intensive water usage and the impact on the environment. However, golf courses could also serve as recreational areas that bridges urban areas with the natural environment. Golf courses can form an important reservoir for biodiversity and with the Biogolf project, the Spanish organizations want to emphasize the positive effects of golf courses on the environment.

The Centro Nacional de Golf is build on former waste dump and is located close to the natural area of Muro del Monte del Pardo. The course therefore moderates in between a protected area and the city of Madrid.

Hacking to create a healthy bird population

The Biogolf project introduces birds, such as owls and falcons, that are raised in captivity back into the wild by using the 'hacking' method. Young falcons are trained to reach their hunting capacity by giving them exercise and experience. Once the birds are confident and independent, they are released into the wild. With the installation of nest boxes around the golf course, breeding space is created for birds of prey and for insect-eating birds. The underlying thought is that a healthy bird population controls the amount of insects that are attracted to the numerous water hazards at the golf course.

The Biogolf project is providing nest boxes for bats and nocturnal animals such as owls. Also invasive species are controlled, more vegetation is provided at the waterside and the habitat for amphibians and reptiles is increased. This makes the Biogolf project an outstanding example on protecting the biodiversity at a golf course.



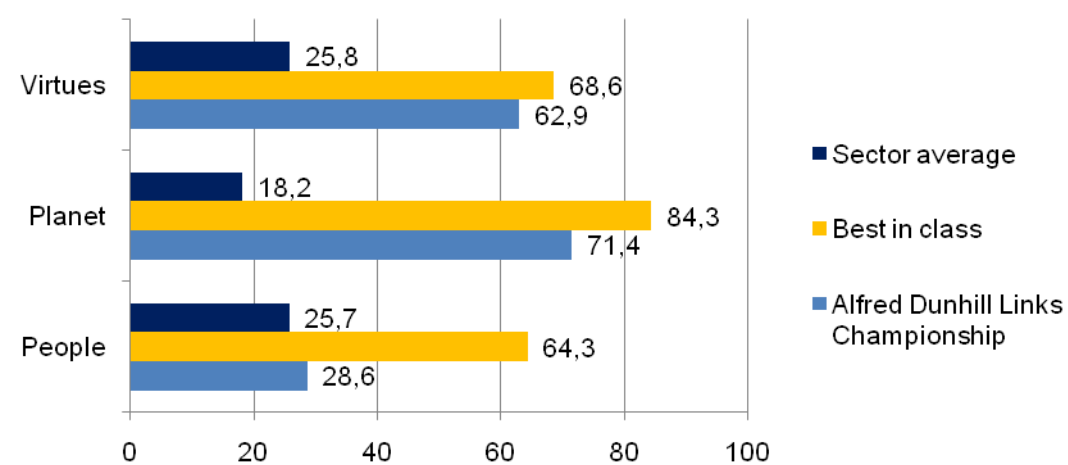
The European Tour



Alfred Dunhill Links Championship

Date: Sep 29 - Oct 02
Venue: Old Course St. Andrews,
Carnoustie and Kingsbarns, Fife,
Scotland
Prize money: €3.506.065

Title sponsor: Dunhill
Main sponsors: Volvo, Harrogate Spa,
Titleist

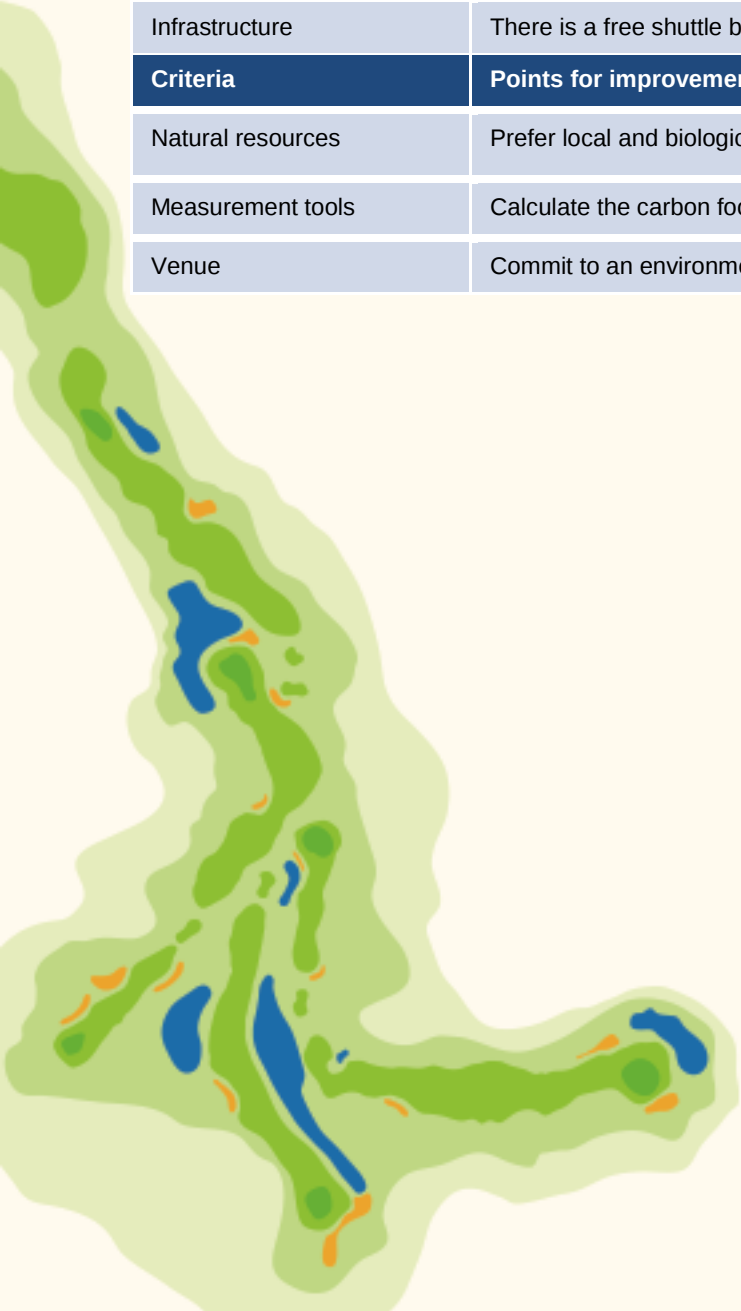


Position

5

Score: 54.3

Criteria	Strengths
Waste Management	Carnoustie Links has a policy of minimising waste and responsible disposal of any waste created. Additionally, clippings, sand, turf, cores and other green waste is composted and cardboard, paper, glass, tyres, scrap metal and batteries are recycled.
Water management	Carnoustie uses efficient irrigation systems to reduce water at the golf course.
Venue	Carnoustie has developed an Integrated Environmental Management Plan in cooperation with the Sports Turf Research Institute (STRI) and the Scottish Golf Environment Group, which includes both golfing and ecological objectives. Carnoustie Links apply minimal amounts of fertiliser and pesticide by implementing cultural management practices to keep the turf healthy. The St. Andrews Old Course has not applied any pesticides to the greens for many years. St. Andrews Links is participating in the GEO certification programme and hold currently the GEO OnCourse™ Profile which demonstrates the commitment of St Andrews Links to become GEO Certified™. St Andrews Links will follow a step-by-step plan developed to help identify and improve management activities regarding the areas of Landscape & Ecosystems, Water, Energy & Resources, Products & Supply Chains, Environmental Quality and People & Communities.
Education	The Carnoustie Golf Links Management Committee shares information about course management and environmental issues amongst golfers, staff and local residents.
Social responsibility	The event currently supports two projects: the St. Andrews Pilgrim Foundation which aims to raise funds to preserve and restore the historical core of St. Andrews, and the South African Golf Development Board which aims to make golf accessible to all South African communities. The event has donated four amateur playing spots which are being sold to raise money for these two projects.

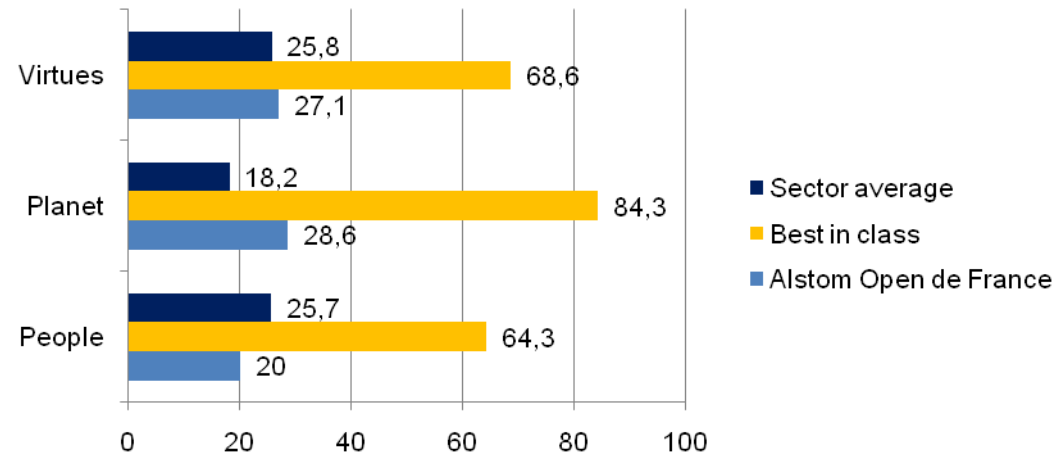


Mobility	The organisation informs about train transportation to St. Andrews and advice is given on detailed directions. Information about train travel to Carnoustie is also provided.
Infrastructure	There is a free shuttle bus service from St. Andrews to Kingsbarns and Carnoustie.
Criteria	Points for improvement
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Measurement tools	Calculate the carbon footprint of the event.
Venue	Commit to an environmental certification for all three golf courses.

Alstom Open de France

Date: Jun 30 - Jul 03
Venue: Le Golf National, Paris, France
Prize money: €3,000,000

Title sponsor: Alstom
Main sponsor: Amundi
Other sponsors: Lacoste, Mercedes-Benz, Schweppes, Rolex, Novotels, Emirates



Position

21

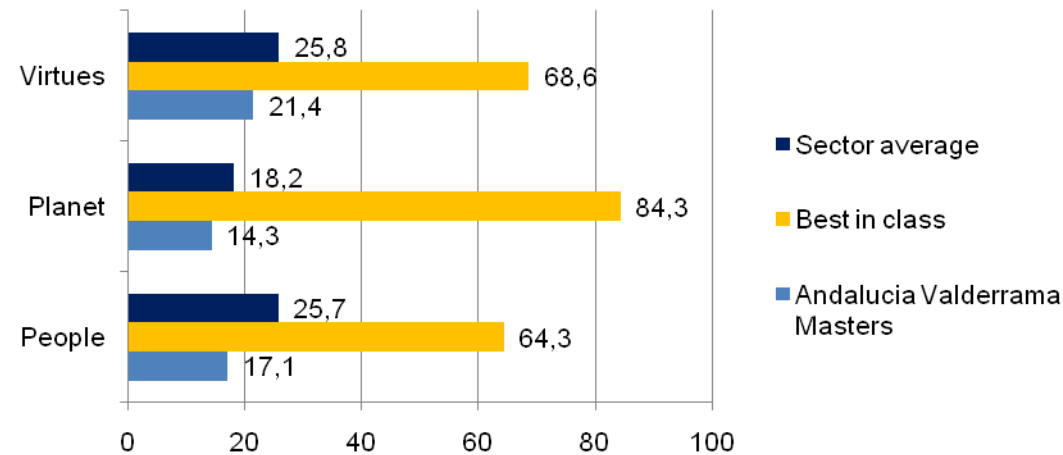
Score: 26.2

Criteria	Strengths
Infrastructure	Free return shuttles are available from Saint Quentin en Yvelines Station to the public entrance of the tournament.
Venue	Le Golf National is named to host the Ryder Cup 2018. Due to hosting the Ryder Cup the French Golf Federation plans to develop 100 small urban golf courses with the aim to make golf accessible to everyone. The venue is committed to reduce waste and the reduction of fertilisers and chemicals.
Mobility	The tournament website provides information about public transport by train and metro and also communicates a link to the timetables and routes.
Accessibility	The tournament offers ticket discount prices for groups. French Golf Federation licence holders enter the tournament for free.
Criteria	Points for improvement
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site.
Water management	Reduce the water use by using water efficient devices.
Social responsibility	Use the golf event to raise fund for a good cause.

Andalucía Valderrama Masters

Date: Oct 27 - Oct 30
Venue: Club de Golf Valderrama
Sotogrande, Spain
Prize money: €3,000,000

Title sponsor: Consejería de Turismo y
Deporte de la Junta de Andalucía
Main sponsors: Rolex, Heineken, Jaguar,
Kempiski Hotel Bahía. Estepona
Marbella



Position

33

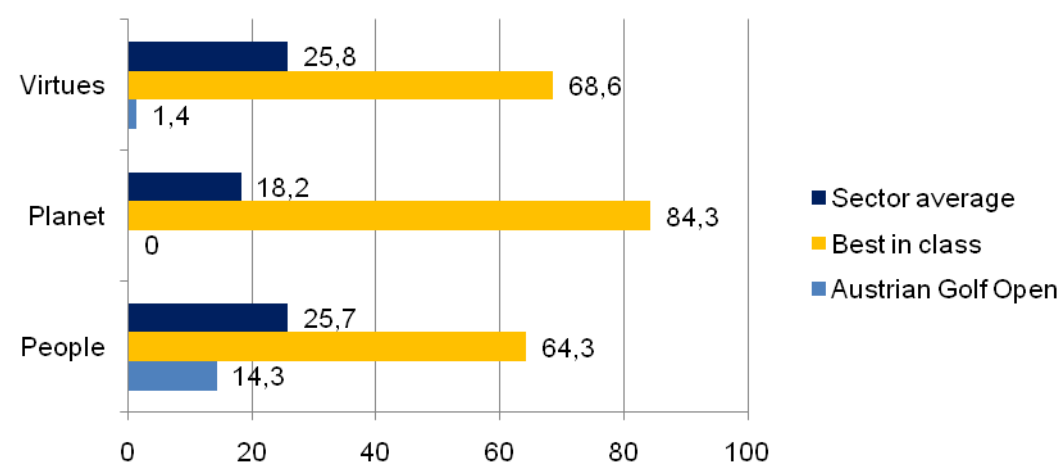
Score: 17.6

Criteria	Strengths
Venue	Since 1997 Club de Golf Valderrama has been fully certified as an Audubon Cooperative Sanctuary. In order to achieve this certification, an environmental programme which protects flora and fauna has to be developed, and it has to be ensured that treatments pertaining to the health of plants, do not negatively affect the environment. Club de Golf Valderrama's policy concerns not only the environment but also the training and education of their maintenance staff.
Biodiversity	Valderrama has 16 ha of wildlife sanctuaries consisting of mixed woodland, dry grassy banks or damp valley floors. In the sanctuaries, wildlife can flourish in peace and safety, developing the diversity that naturally occurs within the norms of the local geology and climate.
Criteria	Overall points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Measurement tools	Calculate the carbon emissions of the event.
Water management	Reduce the water use by using water efficient devices and use sustainable irrigation systems such as the bio-membrane technology.

Austrian Golf Open

Date: Sep 22 - Sep 25
Venue: Diamond Country Club
Atzenbrugg, Austria
Prize money: €1,000,000

Title sponsor: Botarin
Main sponsor: Emirates, Race to Dubai,
Shoppingcity Seiersberg



Position

62

Score: 5.2

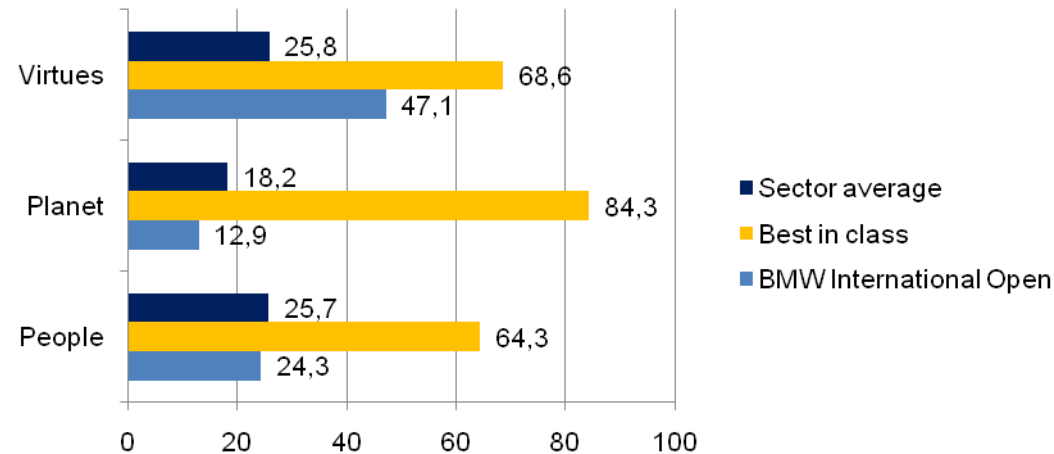
Criteria	Strengths
Communication	Social media such as Twitter, Facebook and a blog is used to communicate about several initiatives at the event.
Accessibility	Ticket concessions are offered for: children, students, disabled people, elderly people, visitors from the UNIQA Ladies Open and people from the Xing Golf community.
Criteria	Points for improvement
Biodiversity	Preserve and conserve flora and fauna at the golf course.
Waste management	Sort out and recycle paper, cardboard, plastic, glass, metals, timber and aluminium.
Local cooperation	Use local suppliers to boost the local economy and to reduce carbon emissions.

BMW International Open

Date: Jun 23 - Jun 26
Venue: Golfclub München Eichenried
Munich, Germany
Prize money: €2,000,000

Title Sponsor: BMW
Main sponsors: Emirates, Rolex, Welt Gruppe

BMW
International Open



Position

16

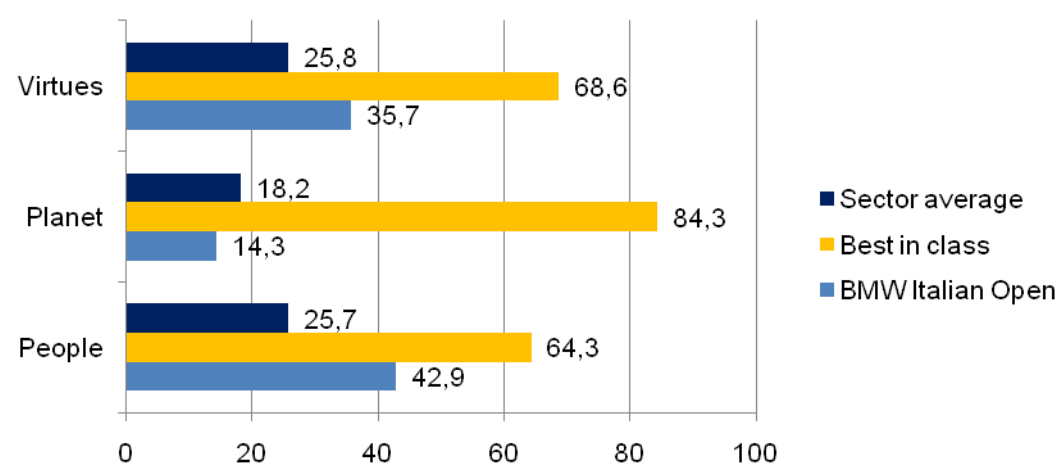
Score: 28.1

Criteria	Strengths
Venue	Golfclub Eichenried is taking part in the DVG (Greenkeeper Verband Deutschland) environmental programme "Golf und Natur", receiving bronze certification in 2010 and silver certification in March 2011. The DVG provides the golf course with a practical guide for environmental and economic sound management to secure the future of golf courses and the playing quality. The main focuses of "Golf und Natur" are: Nature and Landscape, Maintenance and Games, Job safety and Environmental management, and Public Relations and Infrastructure.
Mobility and Infrastructure	On the tournament website, rail transport is promoted from the central station and the airport to the station Ismaning. From Ismaning station shuttle busses are available all day long to connect public transport and the event site.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players.
Measurement tool	Conduct a visitor survey to gain valuable information about the sustainability perception and preferences of the audience.
Water management	Capture and treat grey water and re-use it for course maintenance or other operating activities.

BMW Italian Open

Date: Jun 09 - Jun 12
Venue: Royal Park I Roveri, Turin, Italy
Prize money: €1,500,000

Title Sponsor: BMW
Main sponsor: CartaSi, NH Resorts,
Niumidia Adv



Position

14

Score: 31.0

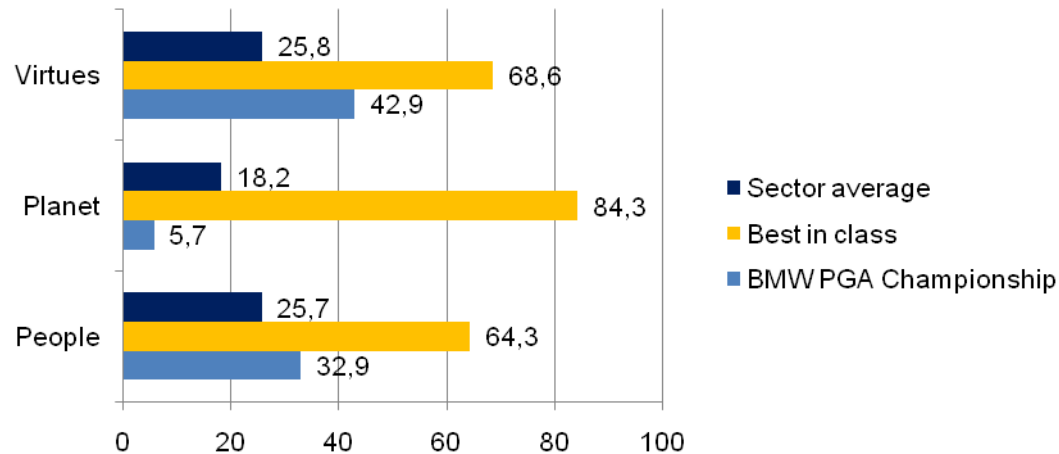
Criteria	Strengths
Infrastructure	During the event a free shuttle service is provided from Parcheggio Associazione Industriali di Robassomero in Via Alcide De Gasperi to the competition venue at the Royal Park I Roveri. The shuttle bus departs every 10 minutes.
Social responsibility	During the Etihad Pro Amateur and the BMW Italian Open from June 8th till June 12th, the admission at the Royal Park I Roveri is free. This initiative is part of the activities promoted by the Italian Golf Federation to develop and foster golf, among which Free Membership, launched in 2007.
Local cooperation	The tournament uses local suppliers and promotes the region of Piemonte. Other involved local bodies are: Provincia di Torino, Citta di Torino, Comune di Fiano Torinese, Comune di Druento, Comune di Robassomero, Parco Regionale la Mandria.
Criteria	Points for improvement
Venue	Use an environmental certified golf course and reduce pesticides and chemicals at the golf course. Measure the carbon footprint of the event.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

BMW PGA Championship

Date: May 26 - May 29
Venue: Wentworth Club, Surrey, England
Prize money: €4,500,000

Title Sponsor: BMW
Main sponsors: Genworth, Hugo Boss, MasterCard, Rolex, UPS

BMW
PGA Championship

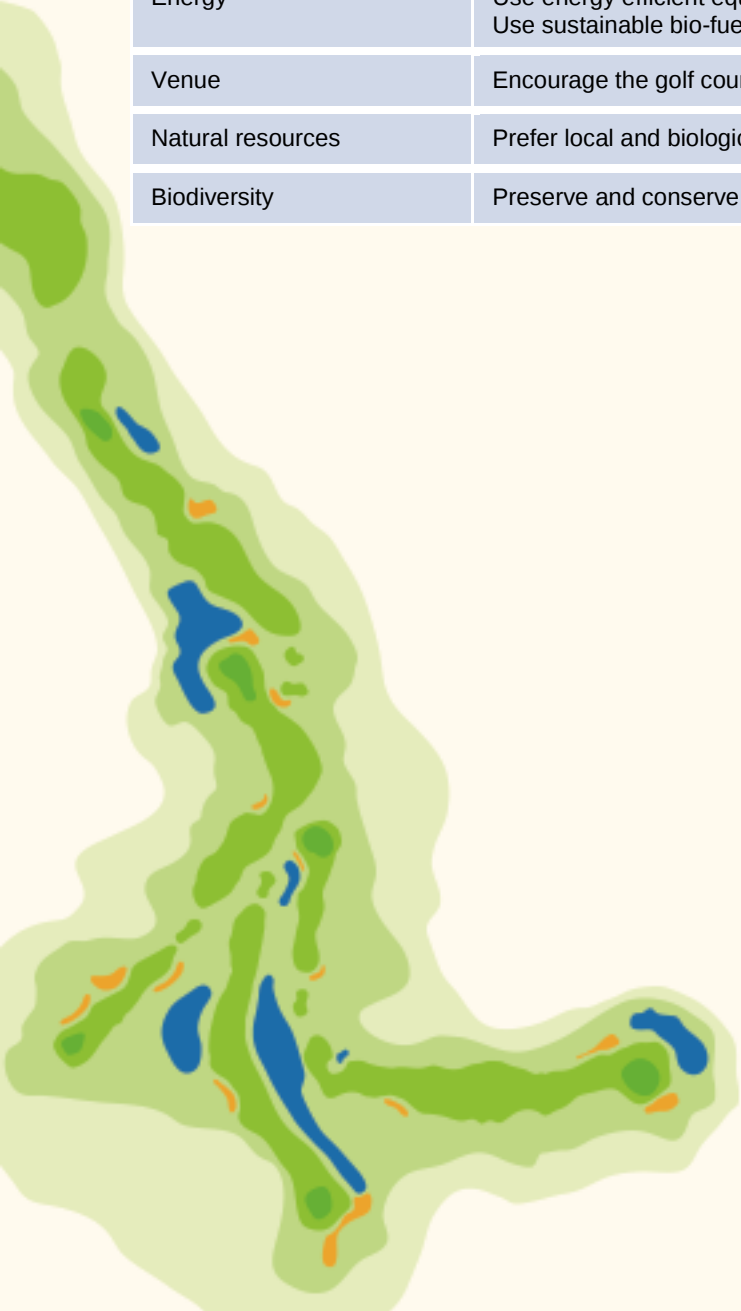


Position

17

Score: 27.1

Criteria	Strengths
Accessibility	Spectators who have a Vehicle Tax Exemption pass have access to the disabled car park. There are designated viewing areas on course for spectators in wheelchairs or using event mobility scooters. The Tented Village has a walkway throughout which is suitable for wheelchairs and there is a ramp access into all exhibitor units and Hospitality Pavilion and Public Catering. Disabled toilets are provided as well. A site map indicates the routes mobility scooters and wheelchairs are able to take around the site and the designated viewing points out on course. The map also highlights the bus stops where wheelchair users or spectators who require assistance can catch a bus to be taken to different locations on course. BMW PGA Championship cooperates with 'Event Mobility', a registered charitable trust established in 1999 with the aim and objective of providing a facility to assist the Disabled, Elderly and Mobility Impaired achieve easier access to events.
Social responsibility	The Seve Ballesteros Foundation (SBF) is chosen as the charity goal for 2011 BMW PGA Championship at Wentworth Club. In partnership with Cancer Research UK, the SBF aims to help others with the disease and fund research to improve treatments. The invitational fundraising event called Olé Seve! is hosted by Wentworth Club owner Richard Caring and George O'Grady, The European Tour Chief Executive. The fundraising continues with a 'Hit the Green' competition during the Pro-Am preceding the BMW PGA Championship. Throughout the week, visitors are asked to make donations to the SBF in exchange for the Official Championship Programme and daily Draw Sheet. Donations are matched by the Tour Players Foundation, encouraging spectators to donate generously.
Mobility and Infrastructure	The tournament website informs about public transport by train. There is a complementary shuttle bus available from the nearest station Virginia Water to Wentworth.

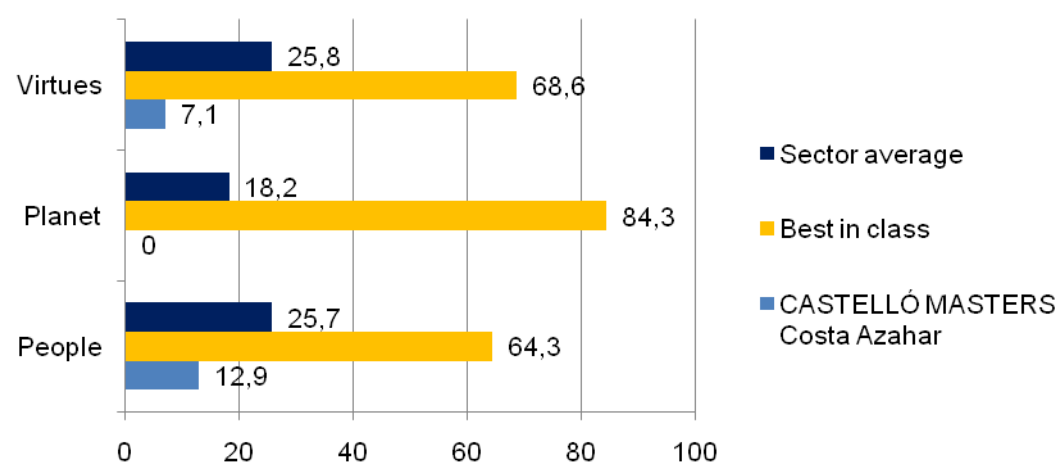


Criteria	Points for improvement
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site. Use sustainable bio-fuels.
Venue	Encourage the golf course to take part in an environmental certification programme.
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Biodiversity	Preserve and conserve flora and fauna at the golf course in cooperation with NGOs and the local community.

Castello Masters Costa Azahar

Date: Oct 20 - Oct 23
 Venue: Club de Campo del Mediterráneo
 Castellón, Valencia, Spain
 Prize money: €2,000,000

Main sponsors: Generalitat Valenciana,
 Costa Azahar Castellón, Airport Castello



Position

59

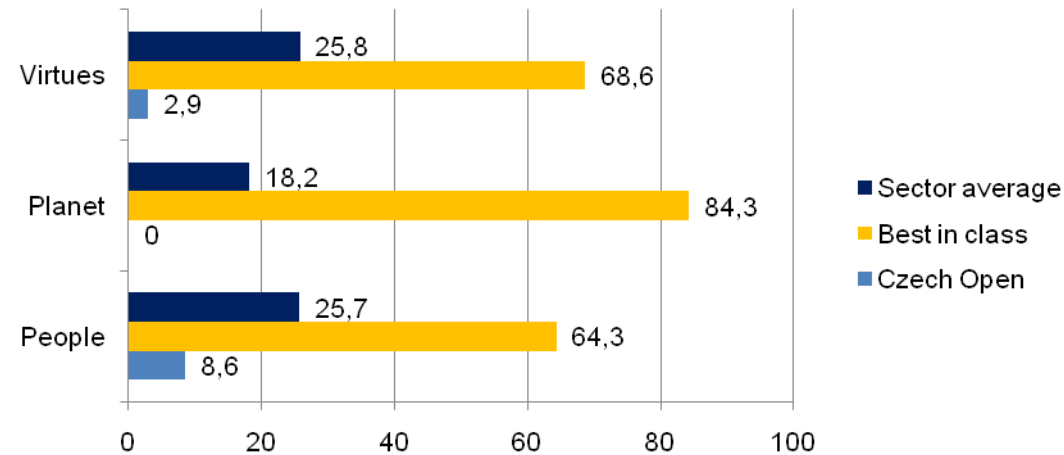
Score: 6.7

Criteria	Strengths
Communication	The tournament communicates via various social media channels such as Facebook and Twitter.
Social responsibility	The tournament makes use of different ambassadors such as Rafael Nadal and Johan Crujff. At the latest edition in 2010, Nadal participated together with Sergio Garcia in the Pro-Am of the Castello Masters. Also a charity football match was organised with celebrities such as Johan Crujff. An amount of €20,000 was donated to Asociación de Golf Adaptado, an association to assist golf players with a physical disability in the Comunitat Valencia.
Cultural diversity	The tournament offers a volunteer programme including a uniform, food and beverage and an official recognition from the European Tour.
Criteria	Points for improvement
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Mobility	Pre-promote public transport on the website and offer rewards such as special ticket offers or freebies.

Czech Open

Date: Aug 18 - Aug 21
Venue: Prosper Golf Resort, Čeladná,
Czech Republic
Prize money: €2,000,000

Main sponsors 2010: J&T Banka, LR
Health and Beauty systems



Position

69

Score: 3.8

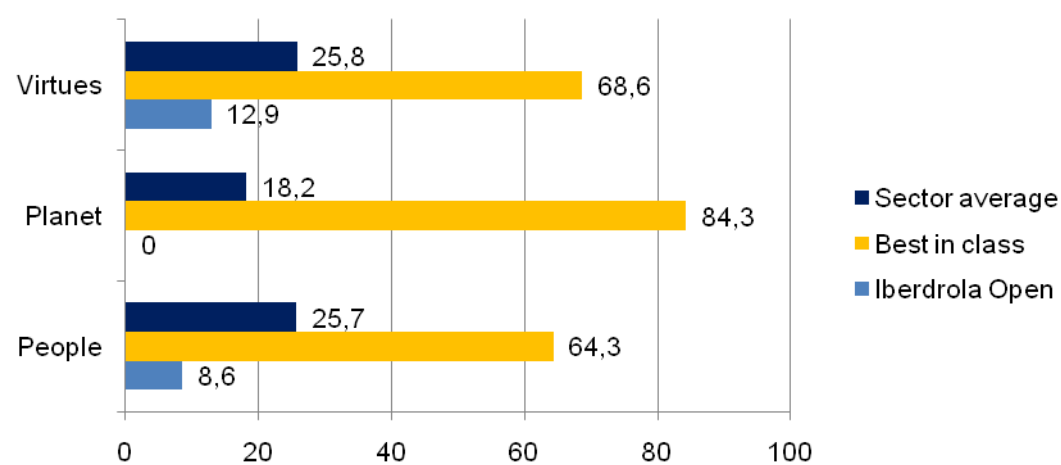
Criteria	Strengths
Communication and Mobility	The tournament uses social media such as Facebook to communicate the event. In 2010 the tournament informed about public transportation by bus and train on the website.
Accessibility	In 2010 edition the tournament offered free tickets if one registered on the website.
Cultural diversity	The event also offered a volunteer programme
Social well-being	The 2010 website informs about ambulance at the Public village and the club house.
Criteria	Points for improvement
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event; Commit to a charity project and communicate about it.
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste management easy to understand for the audience and position the bins so that they are easily accessible. Put deposits on cups and bottles and use biodegradable products for the catering.

Iberdrola Open

Date: May 12 - May 15
Venue: Pula GC, Son Servera Mallorca, Spain
Prize money: €1,000,000

Title Sponsor: Iberdrola

IBERDROLA
OPEN



Position

57

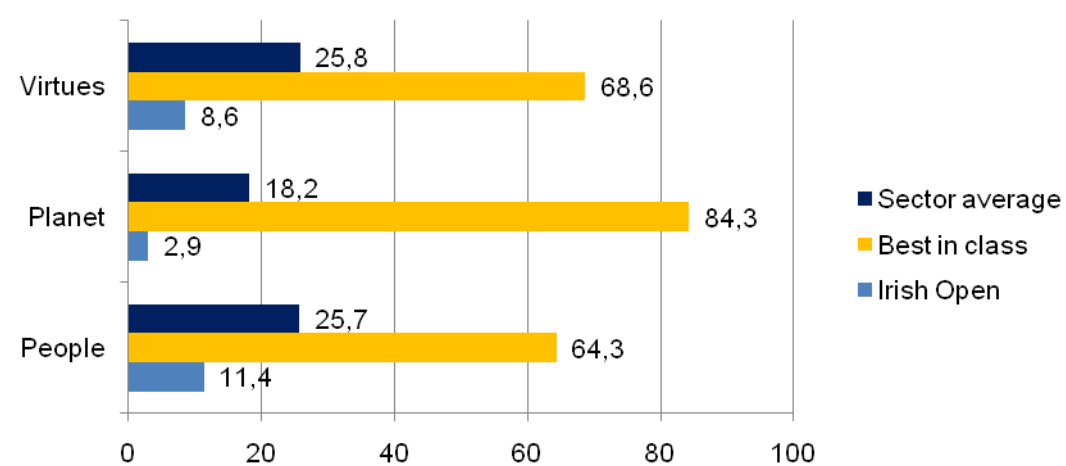
Score: 7.1

Criteria	Strengths
Commitment	Title sponsor Iberdrola is sector leader in the utility sector of the DJSI and is selected in the index for the 11th consecutive year.
Innovation	Pula Golf provides an interactive golf course on the website where players and visitors can explore the course virtually. However, a tournament website was not available at the time of research.
Criteria	Points for improvement
Communication	Create a tournament website and make use of social media to communicate sustainable initiatives.
Energy	Use solar energy for the power supply of the tournament.
Water management	Reduce the water use by using water efficient devices and reduce water pressure. Capture and treat grey water and re-use grey water. Use sustainable irrigation systems for the golf course.

Irish Open presented by Discover Ireland

Date: Jul 28 - Jul 31
Venue: Killarney Golf & Fishing Club
Killarney, Republic of Ireland
Prize money: €1,500,000

Title Sponsor: Discover Ireland
Main Sponsors: Genworth, Liebherr, The Europe Hotel & Resort, Heineken, Irish Examiner, Waterford Crystal



Position

56

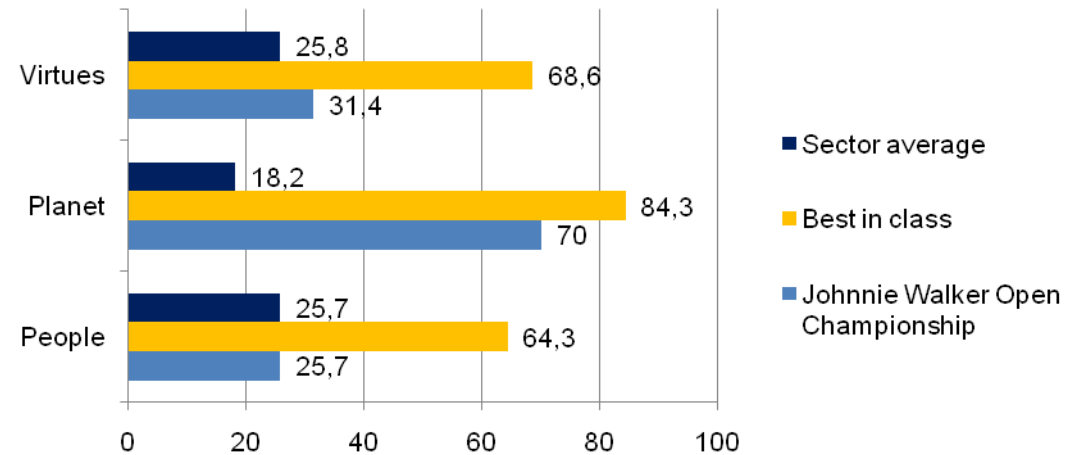
Score: 7.6

Criteria	Strengths
Accessibility	The tournament offers ticket concessions for senior citizens.
Infrastructure	Public parking is signposted and are a 5 minute walk from the course. Park and Ride facilities are in operation from the town centre.
Cultural diversity	The tournament promotes a volunteer programme on the golf course website in which volunteers can perform duties like general marshalling, match board carrying, buggy driving and match score board operation
Biodiversity	The golf course is located closely to the Killarney National Park. In this sensitive environment the course staff is ever vigilant to keep the balance right between the up-keep and maintenance of the Courses while respecting and protecting the unique eco-culture of the area.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Strategic planning	Develop a sustainable strategy including waste and water management, energy and emission, sponsor commitment and local cooperation.

Johnnie Walker Open Championship

Date: Aug 25 - Aug 28
Venue: The Gleneagles Hotel, Perthshire, Scotland
Prize money: £1,400,000

Title Sponsor: Johnnie Walker
Main sponsors: Diageo, Rolex, Gleneagles, Renault, Highland Spring



Position

8

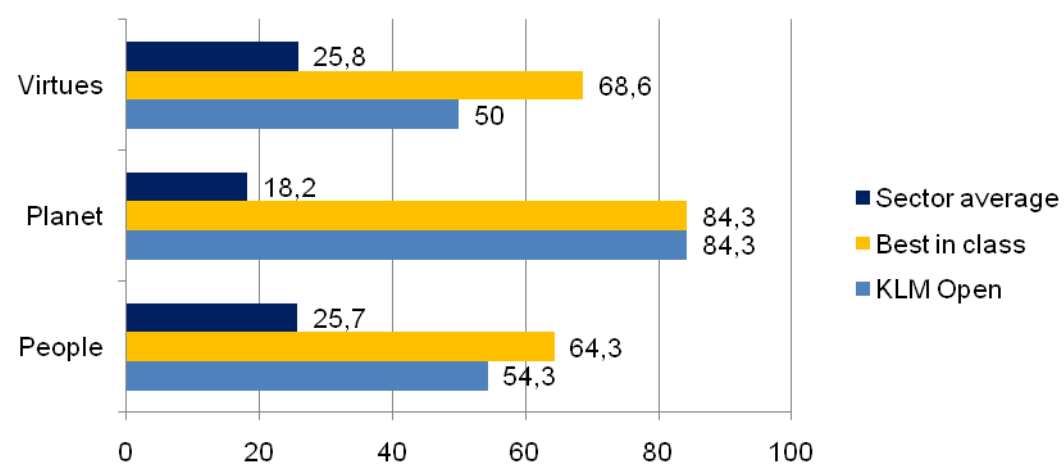
Score: 42.4

Criteria	Strengths
Biodiversity	Gleneagles has nineteen Sites of Scientific Interest (SSI) and one Site of Special Scientific Interest (SSSI) located around the estate. A Site of Special Scientific Interest is a protected area in the United Kingdom, which is considered to be of special interest by virtue of its fauna, flora, geological or physiographical features.
Venue	The Gleneagles hotel is rewarded with the Gold Award from the Green Tourism Business Scheme for the environmental actions. The sustainable policy for the hotel and the golf courses include waste management (working towards zero waste to landfill), energy management (become a carbon neutral resort based on energy utility usage), supplier management (retain and procure suppliers with good Environmental Management Systems), the guests (promoting green tourism whilst raising awareness and funds in support of the Perthshire Big Tree Country) and the team members and culture. The Gleneagles Golf Courses and Estate are On Course profiled to become GEO certified.
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Communication	Check accessibility of the website and communicate sustainability through the website.
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players.

KLM Open

Date: Sep 08 - Sep 11
Venue: Hilversumsche GC, Hilversum, Netherlands
Prize money: €1,800,000

Title sponsor: KLM
Main sponsors: Deloitte, ABN, BMW
Other sponsors: CBS Outdoor, Omega, De Boer, Peak Performance



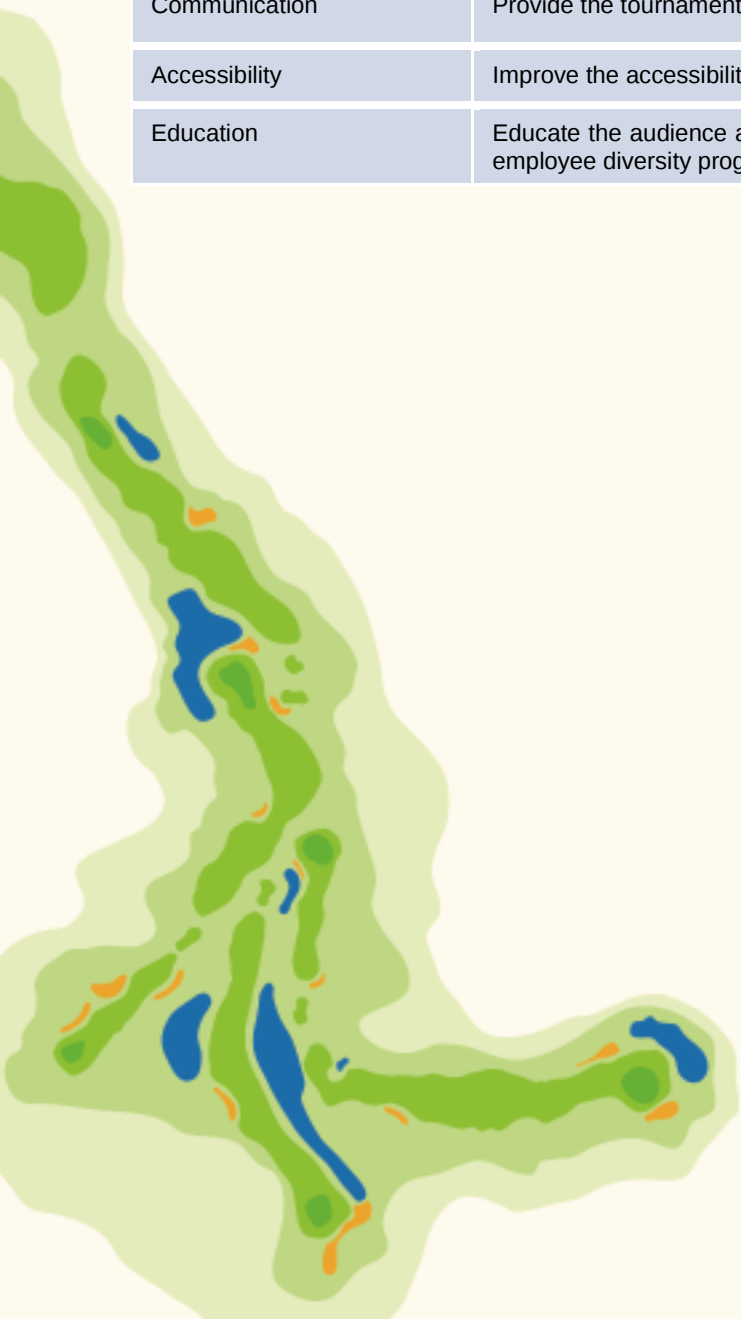
Position

1

Score: 62.9

Criteria	Strengths
Social responsibility	The carbon footprint is calculated by the Climate Neutral Group and the carbon emissions were offset by KLM and invested in a wind energy project in Taiwan. This is a Gold Standard Project, supported by the Dutch National Government, WWF and international NGOs.
Energy	Aggregates are replaced by green energy as access is gained to the local energy network. The event organisation uses electric buggies and scooters from one of the suppliers (Essent) to navigate around the golf course.
Waste	Supplier Van Gansewinkel is active on waste recycling during the event. Van Gansewinkel is an active carrier of the Cradle-to-Cradle that states that waste = food. At the event, waste is separated (plastic, glass and other waste) and is pressed also at the event, which reduces transportation of waste. Furthermore, the waste is recycled by Van Gansewinkel.
Natural resources	The caterer Maison van den Boer provides local and organic products such as FairTrade coffee, biological drinks and biological food products. The cutlery and the plates are biodegradable and also the entry tickets are biodegradable.
Venue	The golf course is GEO certified. The machines used for course maintenance are running on biofuel. Biological pesticides are used to protect the greens and original foliage is brought back on the course. Ponds are extended to preserve the habitat of the Great Crested Newt and barbed wire is replaced to protect the birds.
Mobility	In 2010 the professional players were transported from the airport to the course in BMW A-label cars and the KLM compensated the flying kilometers through the CO2ZERO programme.

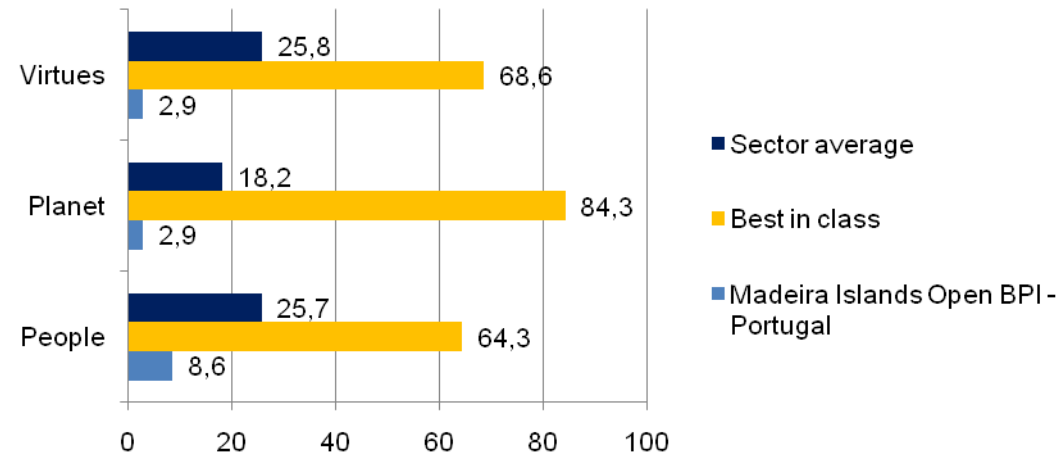
Criteria	Points for improvement
Communication	Provide the tournament website also in English to communicate the sustainable initiatives globally.
Accessibility	Improve the accessibility for the disabled, elderly and mobility impaired (i.e. Event Mobility at BMW PGA Championship).
Education	Educate the audience and players about sustainability issues in an innovative way (i.e. GIFT initiative at the Ricoh Women's British Open) and commit in an employee diversity programme.



Madeira Islands Open BPI - Portugal

Date: May 19 - May 22
Venue: Porto Santo Golfe, Madeira,
Portugal
Prize money: €700,000

Title Sponsor: BPI



Position

62

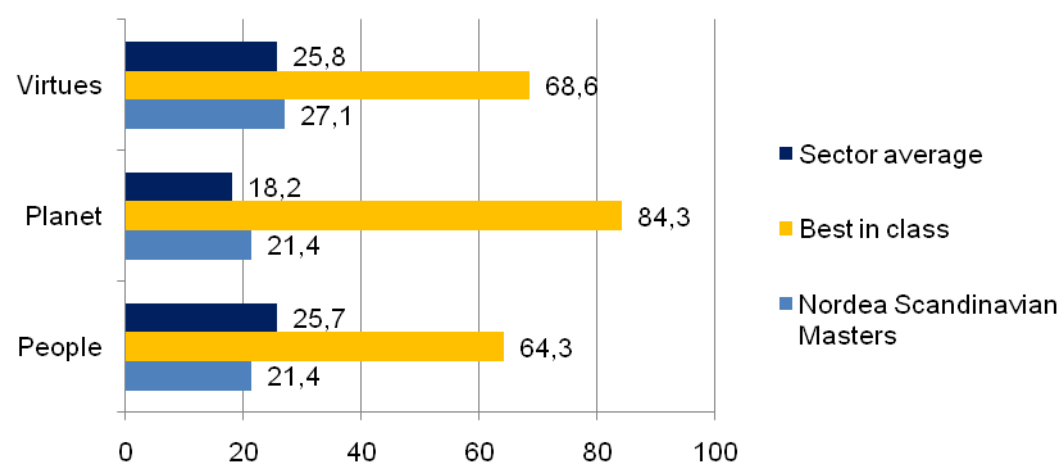
Score: 4.8

Criteria	Strengths
Commitment	The Porto Santo Golf course promotes the protection of the environment. The region is currently undergoing a reforestation programme.
Criteria	Points for improvement
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste management easy to understand for the audience and position the bins so that they are easily accessible. Put deposits on cups and bottles and use biodegradable materials for the catering.
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Choice of stakeholder	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.
Water management	Reduce the water use by using water efficient devices and reducing water pressure. Communicate water conservation to the audience, staff, players and other stakeholders.

Nordea Scandinavian Masters

Date: Jul 21 - Jul 24
Venue: Bro Hof Slott GC, Stockholm, Sweden
Prize money: €1,500,000

Title sponsor: Nordea
Main sponsors: Telenor, PayEx, PwC



Position

26

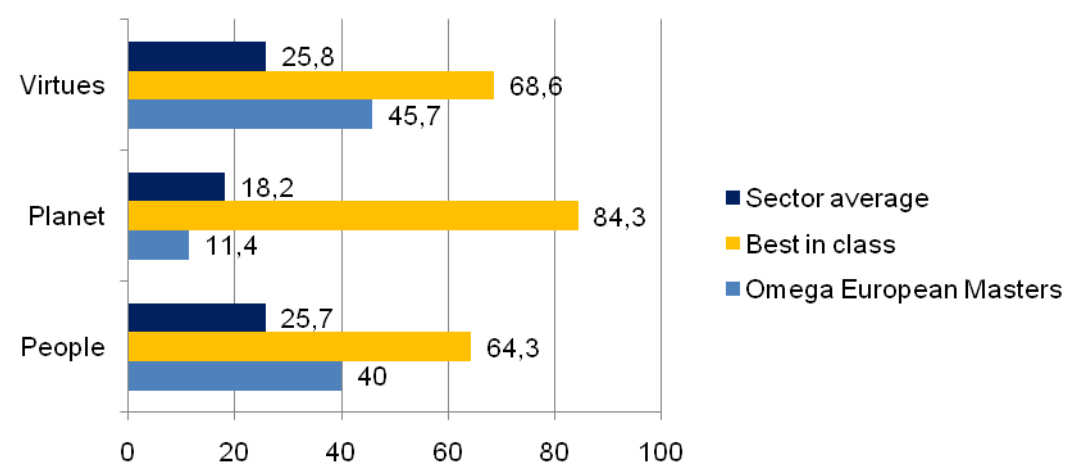
Score: 23.3

Criteria	Strengths
Mobility	The tournament promotes public transport by train from Stockholm Central station to Bro station. At Bro station there are free shuttle busses which take the visitors to the golf course. In case visitors are travelling from different parts of Sweden they are advised to book the train ticket with SJ to get special offers.
Venue and Innovation	Innovative technologies, such as the Surface Water Drainage System and the SubAir system, do not require spraying with weed-killer and need less fertiliser. It also ensures that water is given only where and when it is really needed making the golf course more environmentally-friendly. Electricity and telephone cables, as well as water and sewerage pipes, have already been installed for the media, sponsors and competition organisers.
Social responsibility	Nordea Masters offers all young visitors up to the age of 18, born in 1993 or later, free entrance during the tournament. There is a Kids Park where many activities are offered and in the Masters Village visitors can to receive special offers by the partners and sponsors and participate in lots of different activities.
Criteria	Points for improvement
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site. Use solar or wind for the power supply of the tournament.
Measurement tools	Align with an offsetting project and showcase the project at the event.

Omega European Masters

Date: Sep 01 - Sep 04
Venue: Crans-sur-Sierre, Crans Montana, Switzerland
Prize money: €2,000,000

Title Sponsor: Omega
Main sponsors: Credit Suisse, BMW, Valais



Position

13

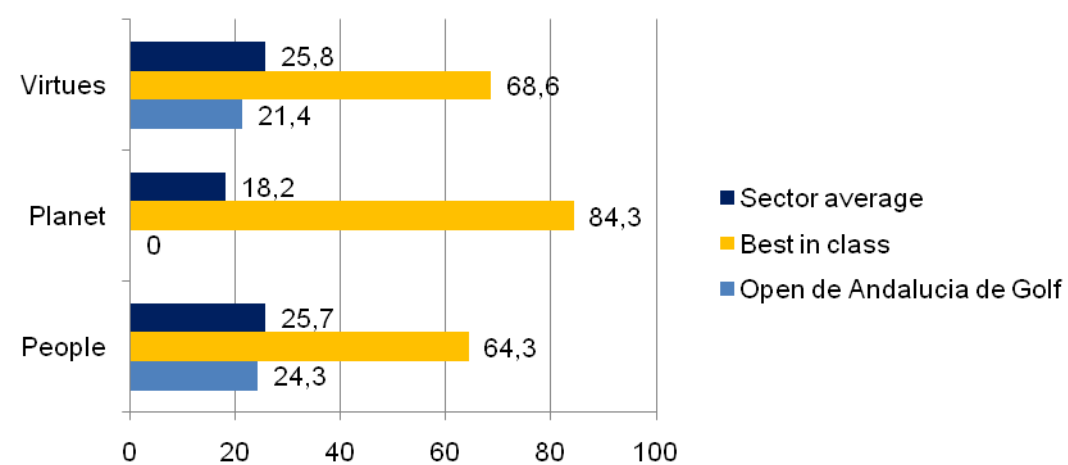
Score: 32.4

Criteria	Strengths
Communication	The Omega European Masters actively uses social media such as Twitter, Youtube, Facebook, Flickr and RSS feeds. The event also has an iPhone app with tournament information. The iPhone app provides news, the leaderboard, a picture gallery and other useful information such as access maps and the playing schedule.
Mobility	The event promotes public transport. People can take the train to Sierre and then the bus to Crans-Montana. From there, free shuttle busses transport the people to the golf course.
Cultural diversity	The event works with volunteers. All employees of the Omega European Masters, appointed for the 4 days only, will receive the following benefits: free admission for 4 days; a daily payment, official Peak clothing: one cap, two polo shirts and one jumper, and a Peak rain jacket..
Criteria	Points for improvement
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies. Provide shuttle busses to connect public transport areas and the golf event site.
Water-/Energy management	Reduce the water use by using water efficient devices and reducing water pressure. Communicate water conservation to the relevant stakeholders such as visitors, staff and players. Use low emission and fuel efficient vehicles i.e. for the transportation of the players.

Open de Andalucía de Golf by Turkish Airlines

Date: Mar 24 - Mar 27
Venue: Parador de Málaga Golf, Málaga, Spain
Prize money: €1,000,000

Title Sponsor: Consejería de Turismo, Comercio y Deporte de la Junta de Andalucía, Turkish Airlines
Main sponsors: Srixon, Ping



Position

37

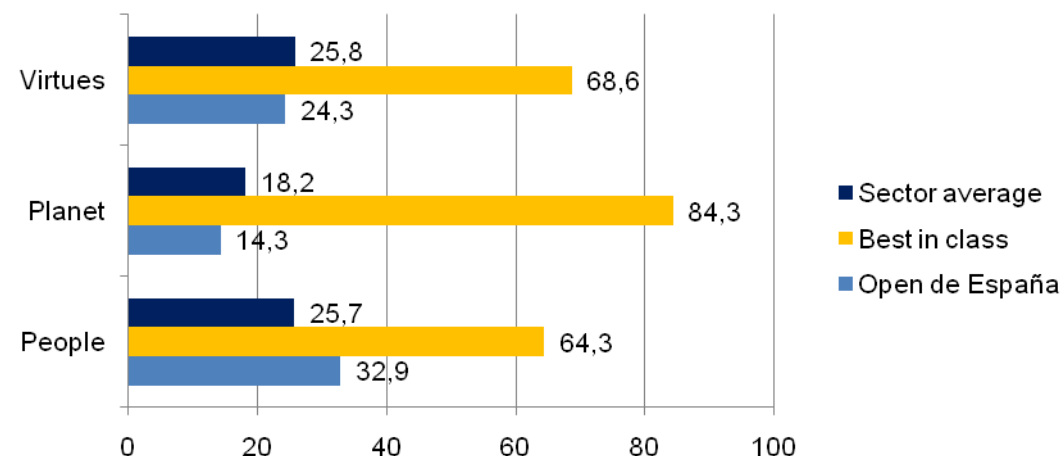
Score: 15.2

Criteria	Strengths
Local cooperation	The tournament involves the local community by cooperating with local hotels, car rentals, a museum and a fitness studio.
Commitment	The title sponsor Consejería de Turismo, Comercio y Deporte de la Junta de Andalucía promotes sustainable tourism in Andalucía on their website. They are currently working on a useful tool that will allow calculating the ecological footprint of the movements and activities as a tourist in Andalusia. The tourists are encouraged to participate in conserving resources, help to protect the environment, respect and take part in maintaining local traditions, generate income destined to the restoration of heritage and conservation of habitats, minimise the possible negative impact of one's trip.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001) or encourage the golf course to take part in a certification programme.
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

Open de España

Date: May 05 - May 08
Venue: Real Club de Golf El Prat
Barcelona, Spain
Prize money: €2,000,000

Main sponsors: Reale Seguros, Real Federación Española de Golf, Spain, Catalunya, RyderCup Madrid



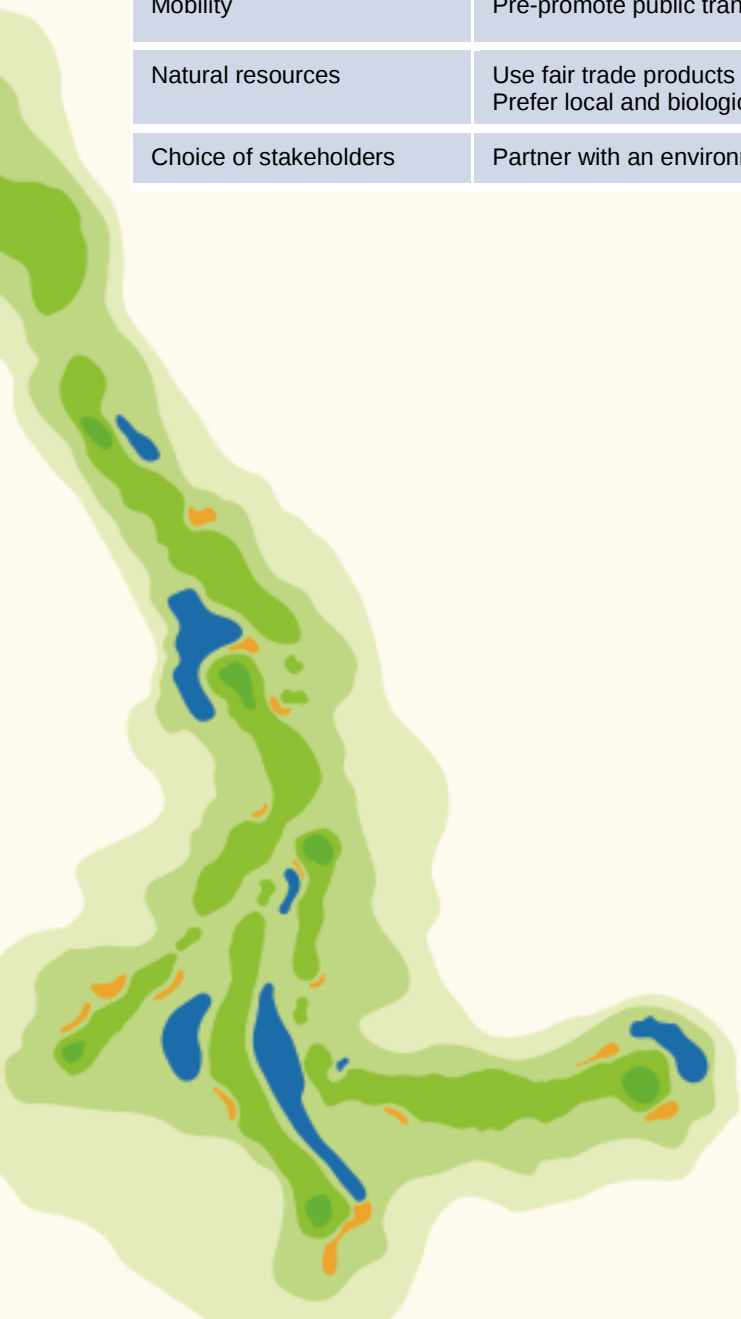
Position

23

Score: 23.8

Criteria	Strengths
Measurement tools	The Real Club de Golf “El Prat” demonstrates its commitment to excellence in environmental protection with ISO 14001. The ISO 14001 certifies principles of environmental management as well as the correct and complete application through prevention and control measures including, among others: efficient use of natural resources from the surrounding area, specific attention to the different types of waste generated, promotion of energy conservation and optimisation of water resources through establishment of a cycle of reclaimed water use. As required for ISO 14001 certification, the Real Club de Golf “El Prat” has set new environmental goals this year including composting waste from pruning, broadening the scope of several areas of the Forest Plan and optimising the Club's water treatment circuit.
Water management	Waste water that enters the treatment plant first undergoes physico-chemical treatment, then biological treatment followed by filtering. The process ends when the water is desalinated through reversible electrodialysis and then disinfected, which transforms wastewater into the perfect substance with which to water the course. A water reservoir stores the treated water.
Commitment	The tournament promotes the project Biogolf on the tournament website for protection and conservation of flora and fauna (see also page 20).
Cultural diversity	The tournament offers a volunteer programme. Each volunteers receives a kit including breakfast and lunch for each day worked, a certificate to enter the tournament for free, two week passes for family and friends, one or two polo shirts with the tournament logo, a windbreaker jacket or a jersey and a cap with the tournament logo

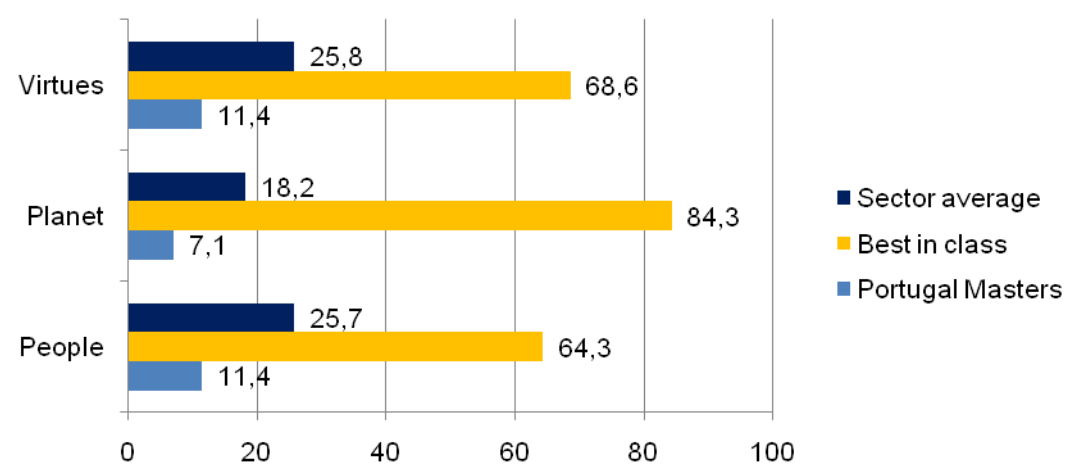
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Natural resources	Use fair trade products for a positive impact on the local and global community. Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.



Portugal Masters

Date: Oct 13 - Oct 16
Venue: Oceânico Victoria Golf Course
Vilamoura, Portugal
Prize money: €3,000,000

Title sponsor: N/A



Position

48

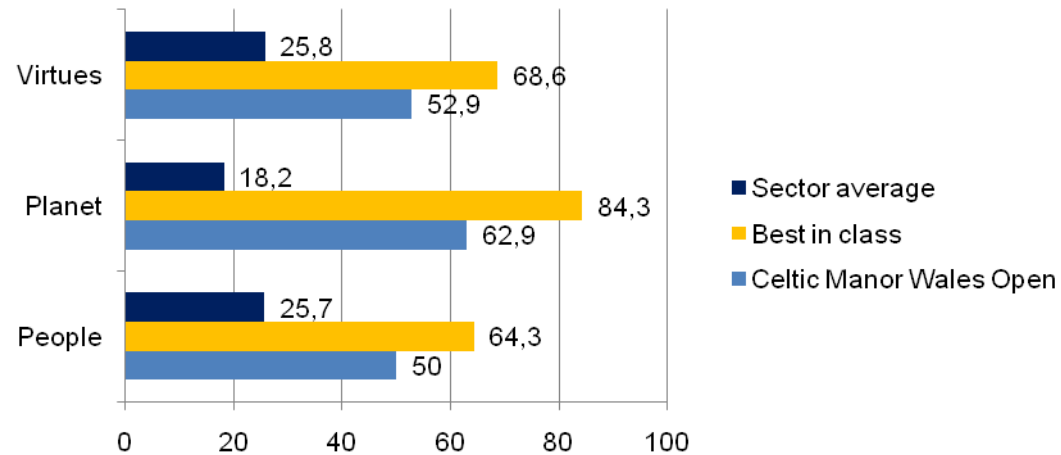
Score: 10.0

Criteria	Strengths
Biodiversity	When designing the golf course, extensive care has been taken to ensure the preservation of the wetlands and the typical vegetation of carob, olive and almond trees.
Accessibility	The tournament offers ticket concessions for senior citizens.
Venue and commitment	'Committed to GREEN' is a voluntary environmental management programme created by the European Golf Association (EGA) specifically for golf courses. In 2000 Oceanico Golf, S.A. put the programme into practice after the EGA confirmed that its objectives were being complied with, the company was officially granted 'Committed to Green' certification. Oceanico Golf obtained certification in 1998 for its Environmental Management System in accordance with international standard NP EN ISO 14001.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts.
Water management	Use sustainable irrigation systems for the golf course, i.e. the bio-membrane technology.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium.

SAAB Wales Open

Date: Jun 02 - Jun 05
Venue: The Celtic Manor Resort
City of Newport, Wales
Prize money: £1,800,000

Title sponsor: SAAB
Main sponsors: Rolex, Barclays
Corporate, PowerPlay Golf



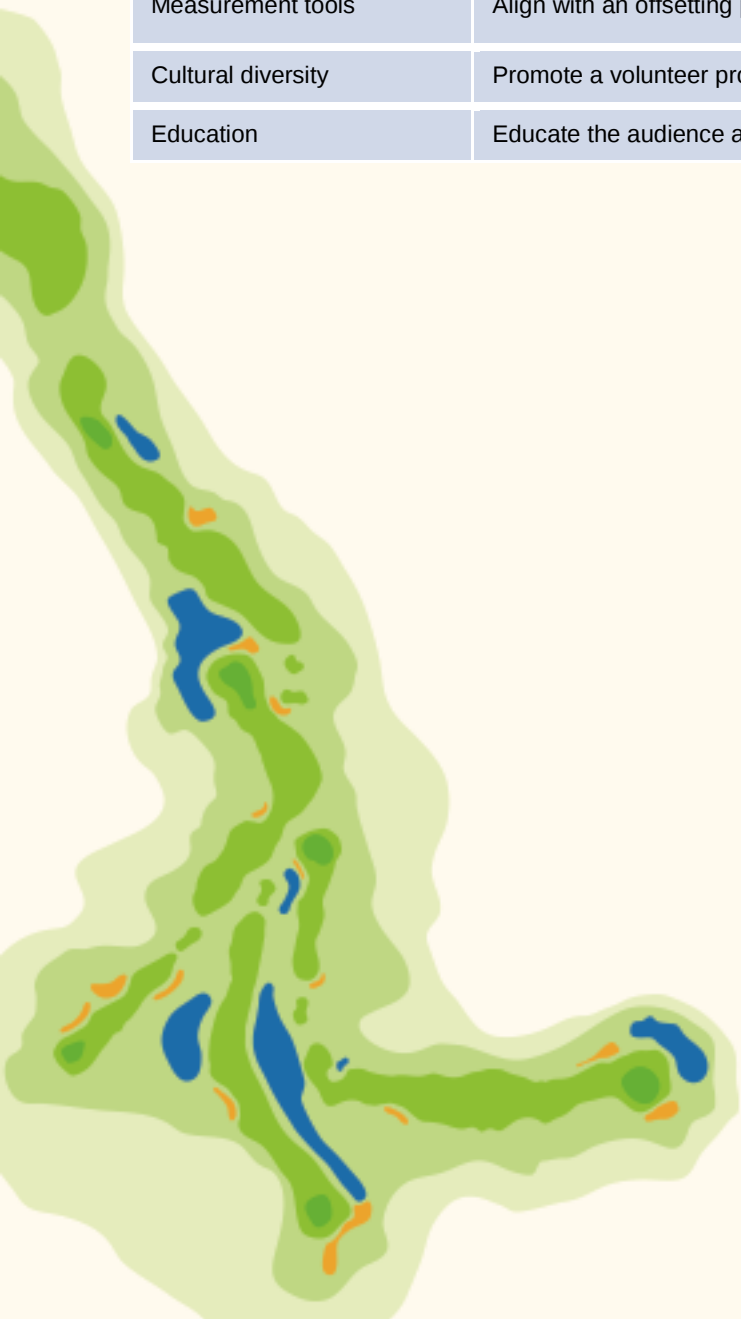
Position

4

Score: 55.2

Criteria	Strengths
Venue	The venue of the Saab Wales Open, that also staged the Ryder Cup 2010, was assessed by GEO through the Ryder Cup Green Drive. Aims and objectives of the Ryder Cup were to reduce the carbon footprint of the event by 15-25%, zero waste target, and development of sustainable golf event staging toolkit, increase spectator awareness and many more. At the venue, a new maintenance facility is constructed, complete with state of art pollution prevention and closed loop water recycling unit. The course received Level 4 recognition in the Green Dragon Awards, the Welsh Environmental Management System. The grid power supply transitioned to renewable tariff and the electricity is generated by wind, wave and solar. Furthermore, 6000 low energy and LED light fitments are installed across the Celtic Manor Resort.
Side events	The Kidz Zone takes place at the Tented Village with various activities such as face painting, a magician, balloon modeling and a number of puppet shows. As the Celtic Manor is committed to developing and enhancing young golfers, Golf Development Wales is invited, a team of experienced and professional golfers on hand to help the juniors learn how to play golf. In course of the SAAB Golf Week the PowerPlay Golf tournament, a new form of tournament golf with special rules is organised on the Monday before the Wales Open.
Infrastructure	Due to limited parking and a high number of spectators expected a free public 'Park and Ride' shuttle system is available. The service transports spectators from the Public Car Park to The Twenty Ten Clubhouse. For spectators wanting to return to their vehicles later in the day, there are shuttle buses operating from near the Twenty Ten Clubhouse.

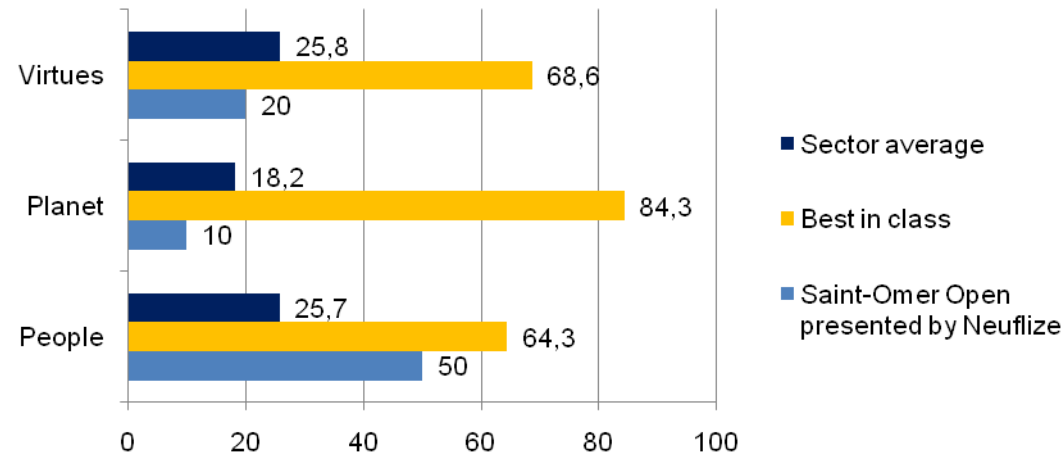
Criteria	Points for improvement
Measurement tools	Align with an offsetting project and showcase the project at the event.
Cultural diversity	Promote a volunteer programme and short term employment while considering cultural diversity.
Education	Educate the audience and players about sustainability issues in an innovative way (i.e. GIFT initiative at the Ricoh Women's British Open).



Saint-Omer Open presented by Neuflyze OBC

Date: Jun 16 - Jun 19
Venue: Aa Saint Omer GC, Lumbres, France
Prize money: €600,000

Title sponsor: Neuflyze OBC
Other sponsors: Najeti, Nord Pas de Calais, Prodware, Orange, ByBen

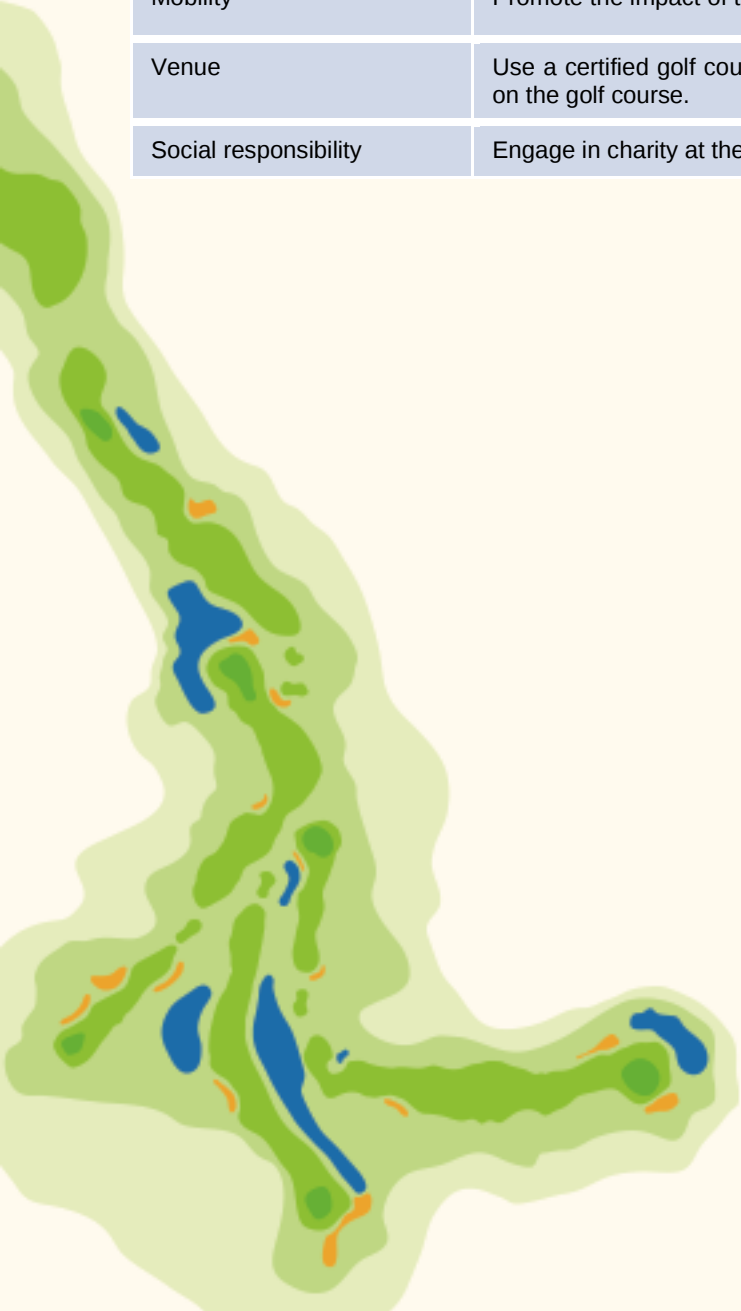


Position

18

Score: 26.7

Criteria	Strengths
Cultural diversity	The event has an extensive volunteer programme where people receive golf polo shirts, free lunch, a poncho, access to the 'stewards day' and one green fee or a golf cart.
Side events	Youth day during the event where 1000 schoolchildren of de Pas-de-Calais region discover golf. Besides a presentation by professional golfers and members of the Olympic Team, several clinics are organised such as approach, practice, putting and a workshop on sustainable development. The workshop promotes awareness under children towards their environment. Also the main square in the municipality of Saint-Omer is transformed into a golf playing field. With the help of several volunteers, people could experience golf. At the opening of the event there is an International Sport and Enterprise symposium and it is structured around the significance of physical and sporting activity for managing human resources within businesses and communities.
Communication	The event communicates via different media channels such as Twitter, Facebook, Youtube and LinkedIn.
Social responsibility	The event partners with La Maison de Pierre. The "La Maison de Pierre" foundation for the disabled has its origins in its founders volunteering to help disabled people and their families.

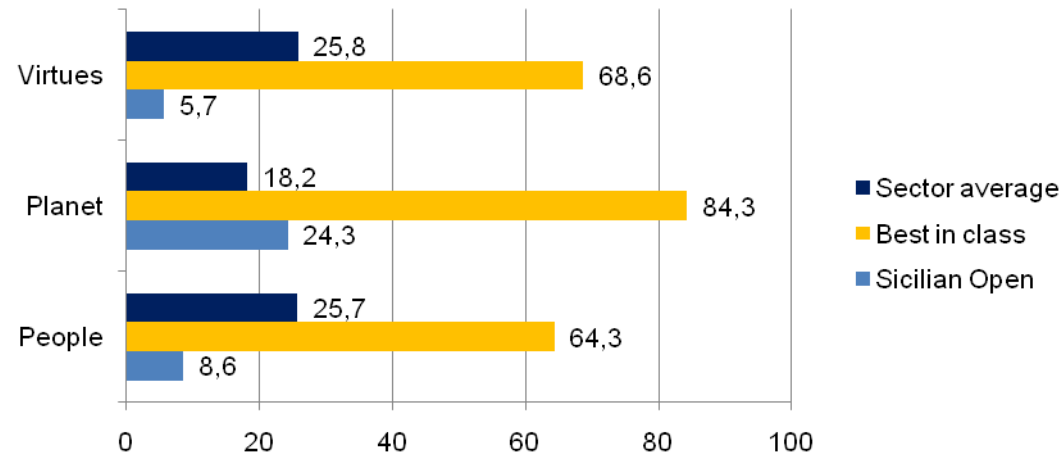


Criteria	Points for improvement
Mobility	Promote the impact of transport, communicate alternatives and promote the benefits.
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001) and reduce pesticides and chemicals on the golf course.
Social responsibility	Engage in charity at the event and raise fund for a good cause.

Sicilian Open

Date: Mar 17 - Mar 20
Venue: Donnafugata Golf Resort & Spa,
Ragusa, Sicily, Italy
Prize money: €1,000,000

Main sponsors: N/A



Position

39

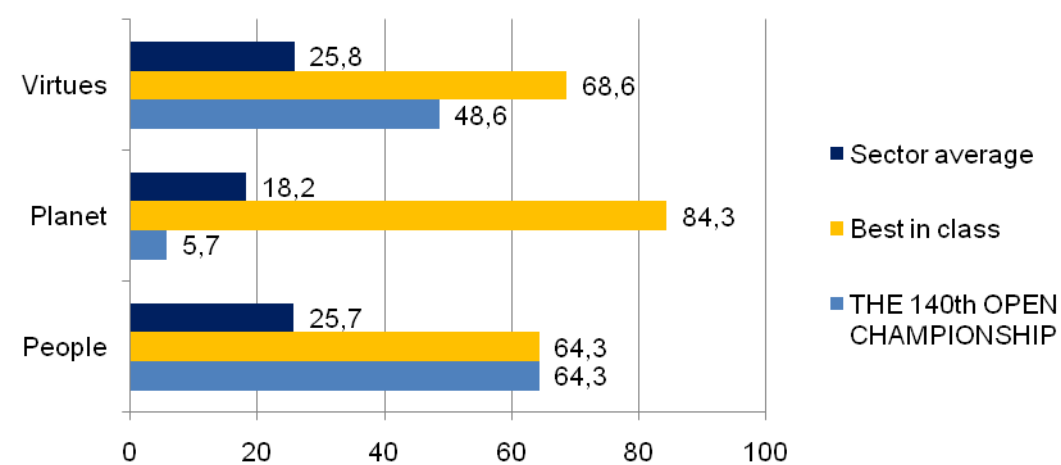
Score: 12.9

Criteria	Strengths
Water management	Donnafugata Golf Resort & Spa received the Luxury Eco-Certification Standard, recognizing its commitment to sustainability. The complex, for example, uses an innovative technology called bio-membrane, an irrigation system based on recycled water for the maintenance of their fields. This irrigation system is 50 percent more efficient than a conventional water treatment plant and it allows treating 240 cubic metre of water which is re-used again at the resort.
Energy	To save energy, the resort uses solar energy for hot water and public spaces and guest rooms are equipped with energy saving lamps and most modern LED technology. Condensers that take water from the lakes of the golf courses are used for air conditioning and save energy as well.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts. Use the media to promote the greening of the event.
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired. Engage in charity at the event and raise fund for a good cause.
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.

The 140th Open Championship

Date: Jul 14 - Jul 17
Venue: Royal St George's GC, Sandwich,
Kent, England
Prize money: £5,000,000

Main sponsors: Doosan, HSBC,
Mercedes Benz, Nikon, Rolex

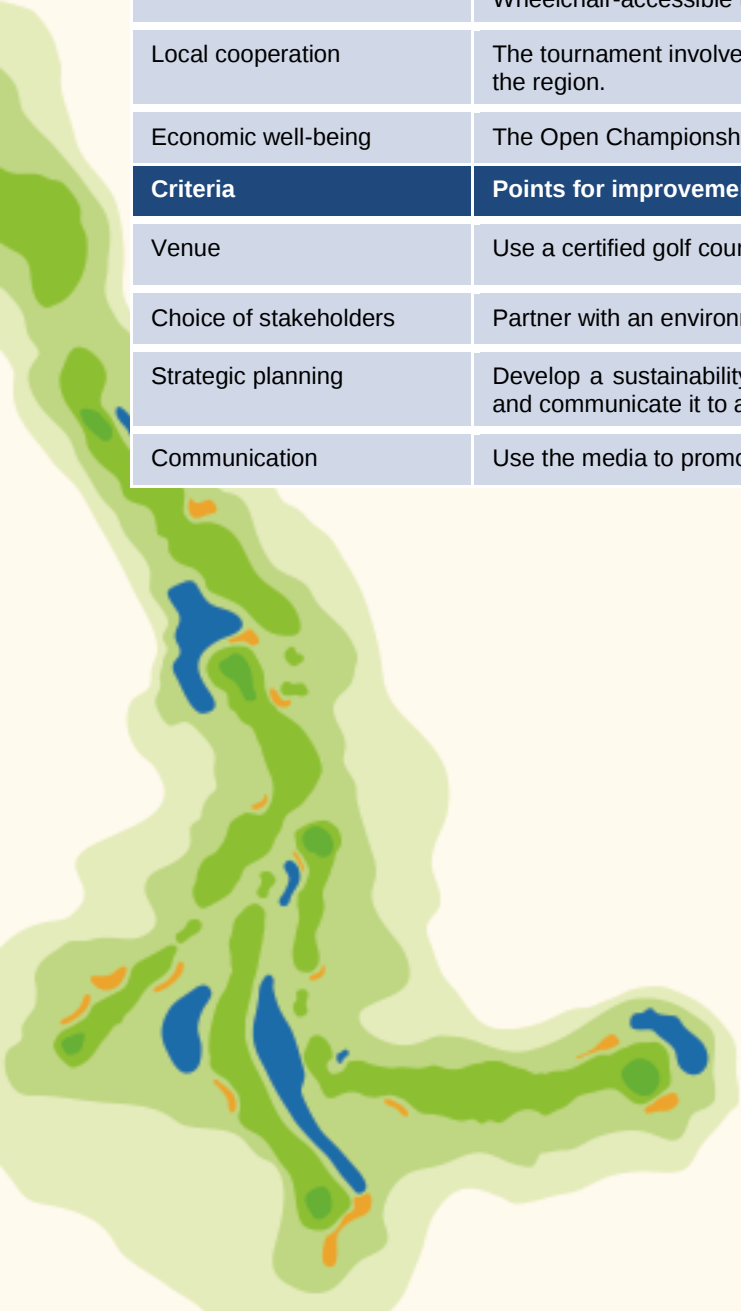


Position

9

Score: 39.5

Criteria	Strengths
Infrastructure/ Mobility	The tournament promotes a Park and Ride facility which will reduce delays for motorists who can park at a reduced rate whilst travelling free to and from the event venue on buses. The Park and Ride facility is signposted. Also the National Express, the UK's largest coach travel provider is promoted taking the visitors directly to Royal St. George's especially for The Open Championship. Southeastern operate train services from London and throughout Kent, to Sandwich Station during the event. High Speed services are in operation from London St Pancras. Additional trains serve Sandwich during the Championship. The course is approximately 15 minutes walk from Sandwich Station and a limited shuttle bus service is in operation for elderly spectators and those with disabilities.
Communication	Additionally to the tournament website, social media, iPhone App, news feed, a newsletter and a blog, the Open Championship has an official tourism website for the 2011 Open Championship (www.opengolfsandwich.co.uk/) providing not only useful information about accommodation, the golf course, leisure activities and events but also important information for residents and visitors. To help visitors plan their visit, the Open Championship has an extensive and user friendly Visitor Information Centre network in place. Whether one require details on how to get to the event or how to get around, advice on what to see and do, suggestions of where to stay or what the weather is going to be like, visitors find the information placed at various locations that can be checked on the website.
Accessibility	Access to the Tented Village and to the 18th green is available to wheelchair users as it is across relatively level ground. An area is reserved for wheelchair users at the rear of the 18th green and is operated strictly on a first-come, first-served basis. This facility will be popular, particularly on Saturday 16 and Sunday 17 July when large crowds are expected. As space is limited, access for accompanying carers will also be restricted. A number of areas on the golf course are more suitable than others for wheelchair users, with a path running to specific points in the centre of the course,

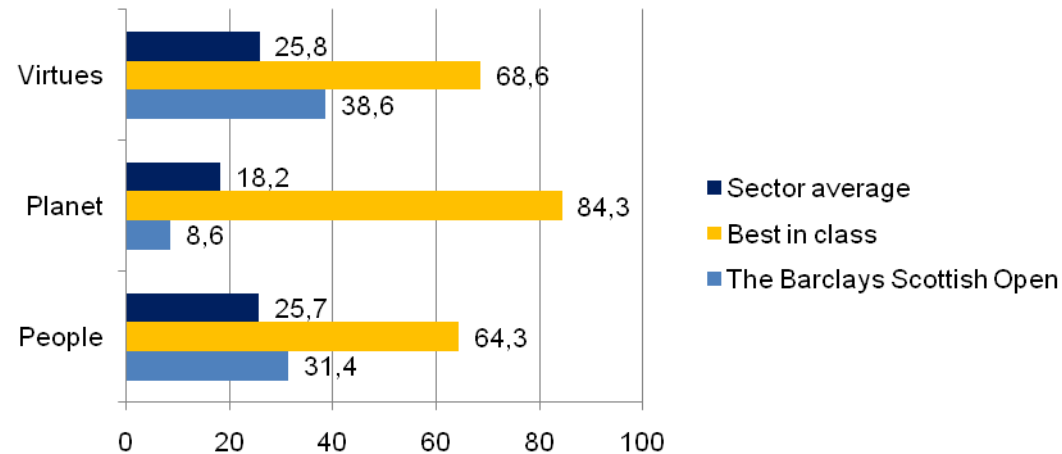


	including the 2nd tee, 15th green, 16th green and Practice Ground, and marshals have been requested to assist by asking spectators to allow wheelchair users to access the front of the rope-line where possible. Wheelchair-accessible toilets will be provided in the Tented Village, at the 4th tee, 15th green and to the right of the 18th green.
Local cooperation	The tournament involves the local community by promoting and cooperating with various accommodation providers, restaurants and recreational facilities in the region.
Economic well-being	The Open Championship promotes temporary employment and volunteer positions at the 2011 Open Championship at Royal St George's.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.
Strategic planning	Develop a sustainability strategy addressing energy use, transport impact, water conservation, resource consumption and purchasing, waste management and communicate it to all the stakeholders.
Communication	Use the media to promote the greening of the event.

The Barclays Scottish Open

Date: Jul 07 - Jul 10
Venue: Castle Stuart Golf Links,
Inverness, Scotland
Prize money: £3,000,000

Title sponsor: Barclays
Main sponsor: Rolex, Audi, Ballantines,
Sunday mail, Laurent Perrier, Visit
Scotland, Verizon, The Press and Journal

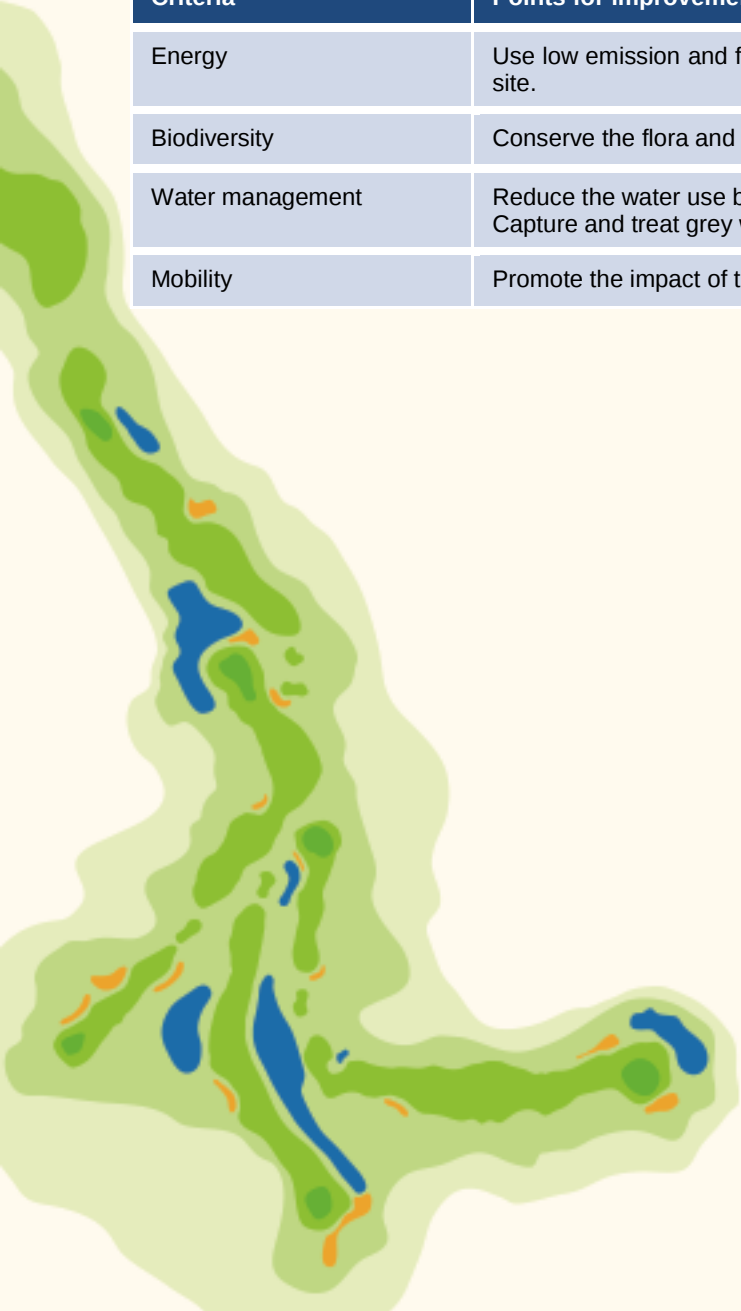


Position

20

Score: 26.2

Criteria	Strengths
Mobility and side events	Barclays Scottish Open promotes the Adult Day Trip and Senior Citizens Day Trip from Perth. They encourage the visitors to leave the car at home and join the coach. The special offer includes return coach travel from Perth, Birnam (Opposite Hotel), Pitlochry (Fishers Hotel), Blair Atholl (Atholl Arms) and a day ticket for the Barclays Scottish Open Golf Tournament for either Saturday 9 July or Sunday 10 July. The event also provides disabled car parking.
Choice of stakeholder	The tournament has a multi stakeholder environment, partnering with Scotland's national tourism organisation and national event agency. Visit Scotland has an environmental policy, promotes sustainable tourism, partners with Scottish Golf environment group, which offers an environmental programme for golf courses in Scotland, project funding, audit and survey. The tournament is also supported by EventScotland, the national event agency. The agency develops and promotes the Sustainable Sport and Event Toolkit, a tool to incorporate sustainability into event management. The tool can be downloaded on the website.
Accessibility	The tournament offers free entrance for children under the age of 16 and concessions for senior citizens.
Cultural diversity	The tournament offers a volunteer programme. Each volunteer will receive a voucher for each day worked and a uniform which can be kept after the event.
Communication	The event provides a feedback service on the website with the aim to make the experience of the website as easy-to-use and enjoyable as possible.
Social responsibility	The official charity of the Barclays Scottish Open is 'Action for Children', the leading UK provider of family and community centres, children's services in rural areas, services for disabled children and their families, and services for young people leaving care. The organisation helps nearly 200,000 children, young

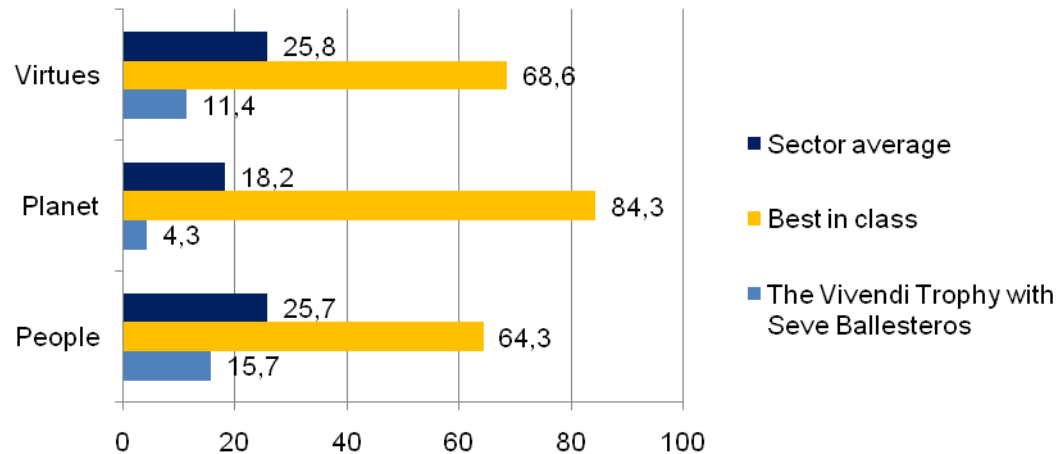


	people and their families through nearly 479 projects across the UK. They also promote social justice by lobbying and campaigning for change.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players and energy efficient equipment; i.e. use LED lighting throughout the event site.
Biodiversity	Conserve the flora and fauna and reduce the use of pesticides and chemicals.
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water
Mobility	Promote the impact of transport, communicate alternatives and promote the benefits.

The Vivendi Trophy with Seve Ballesteros

Date: Sep 15 - Sep 18
Venue: St. Nom La Breteche, Paris, France
Prize money: €1,150,000

Title sponsor: Vivendi
Main sponsors: SFR, Canal+, Mercedes-Benz, ffgolf, Rolex, Cordon, Sofitel Hotels, Pokerstars.fr



Position

46

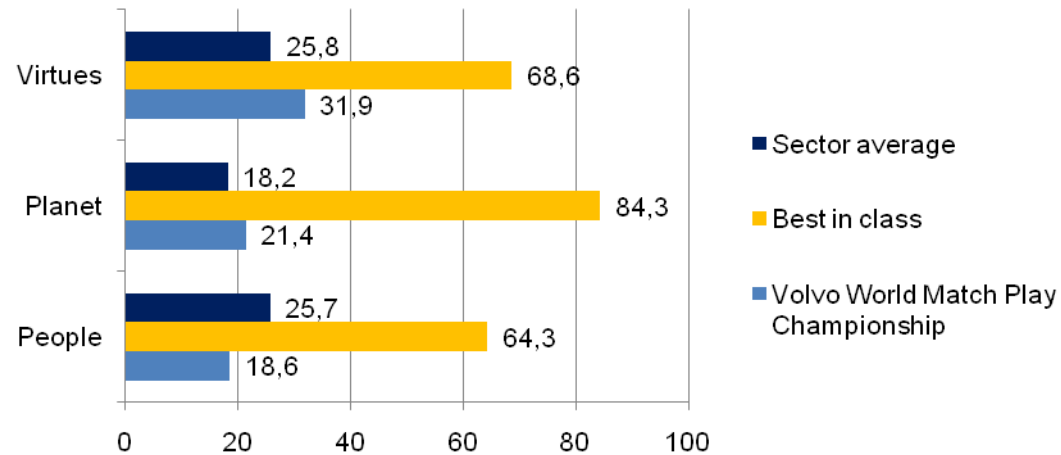
Score: 10.5

Criteria	Strengths
Experience	The Vivendi Trophy is played every two years, alternately with the Ryder Cup, and opposes the best players from Continental Europe to the elite from Great Britain and Ireland. The Vivendi Trophy with Seve Ballesteros brings innovation and originality with activities such as Greensomes. In Greensomes each of the two players on the team plays his ball, then they choose the "best" one and finish the hole by playing alternately.
Mobility	Information about public transport by train is provided on the tournament website. There is a train leaving at the station La Défense Puteaux to Saint Nom la Bretèche – L'Etang la Ville. The directions to the venue are also provided from the train station of Saint Lazare. Free shuttles from Saint Nom la Breteche Station to the Public Entrance of the tournament are running every 30 minutes.
Criteria	Points for improvement
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.
Natural resources	Use fair trade products for a positive impact on the local and global community. Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Social responsibility	Engage in charity at the event and raise fund for a good cause. Organise side events to involve the local community.

Volvo World Match Play Championship

Date: May 19 - May 22
Venue: Finca Cortesin GC, Casares, Andalusia, Spain
Prize money: €3,400,000

Title sponsor: Volvo
Main sponsors: Rolex, Oscar Jacobson



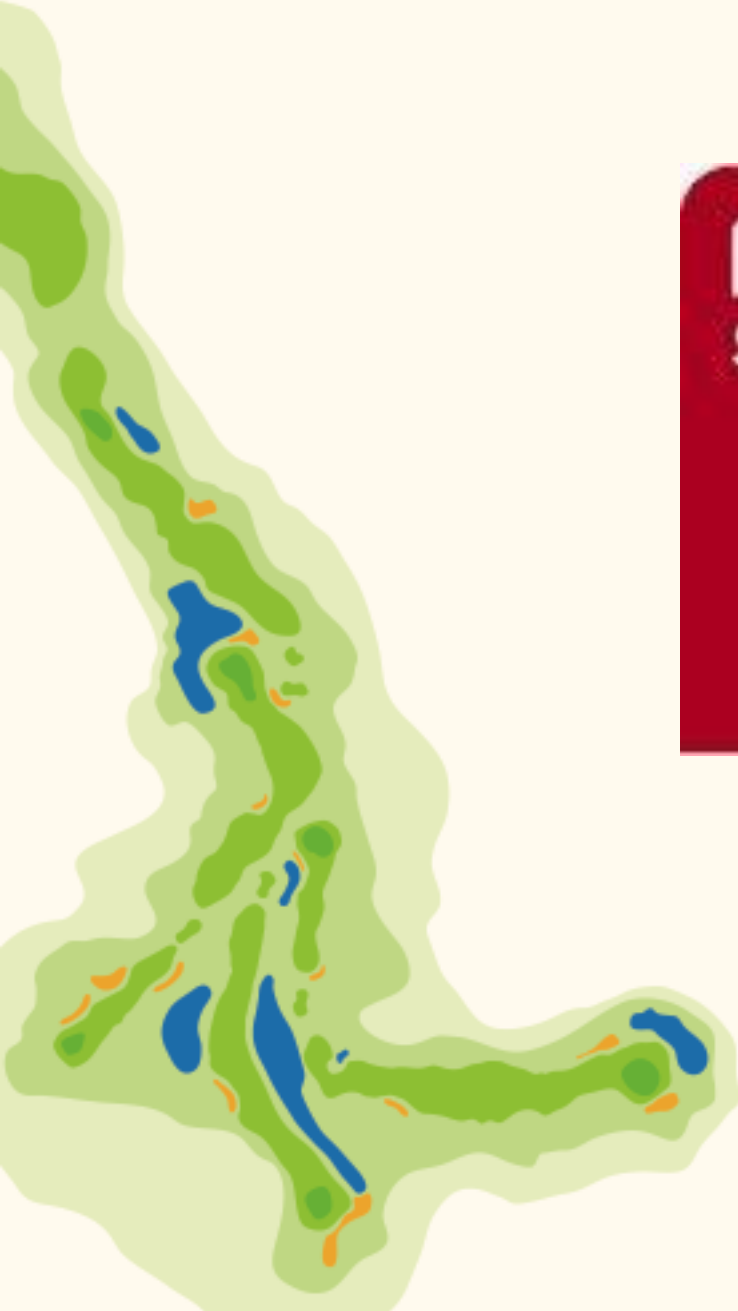
Position

22

Score: 24.3

Criteria	Strengths
Water management/ Biodiversity	The conservation programme of the golf course includes the use of recycled water and the conservation of biodiversity. Over 20 different kinds of flora have been imported and are part of the surrounding ecology.
Communication	The tournament uses social media such as Twitter, Facebook and Youtube to communicate the event.
Measurement tools	Finca Cortesín holds Environmental Protection Certificate ISO 14001.
Infrastructure	There is a shuttle bus service from the public car park to the entrance tent in the Spectator Village.
Accessibility	The tournament offers ticket concessions for senior citizens.
Criteria	Points for improvement
Education/ local suppliers	Provide educational projects on sustainable issues for the audience, sponsors and other stakeholders. Use local suppliers to boost local economy and to reduce carbon emissions.
Water management	Use sustainable irrigation systems for the golf course, i.e. the bio-membrane technology.

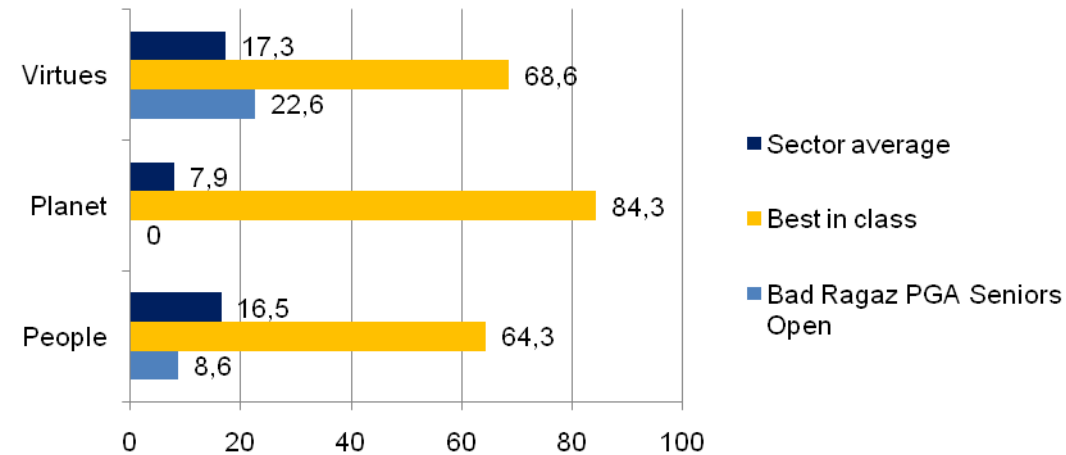
The Senior Tour



Bad Ragaz PGA Seniors Open

Date: Jul 01 - Jul 03
Venue: Golf Club Bad Ragaz, Bad Ragaz, Switzerland
Prize money: €250,000

Main sponsors: Grand Resort Bad Ragaz, Credit Suisse, Zurich, Hilti



Position

47

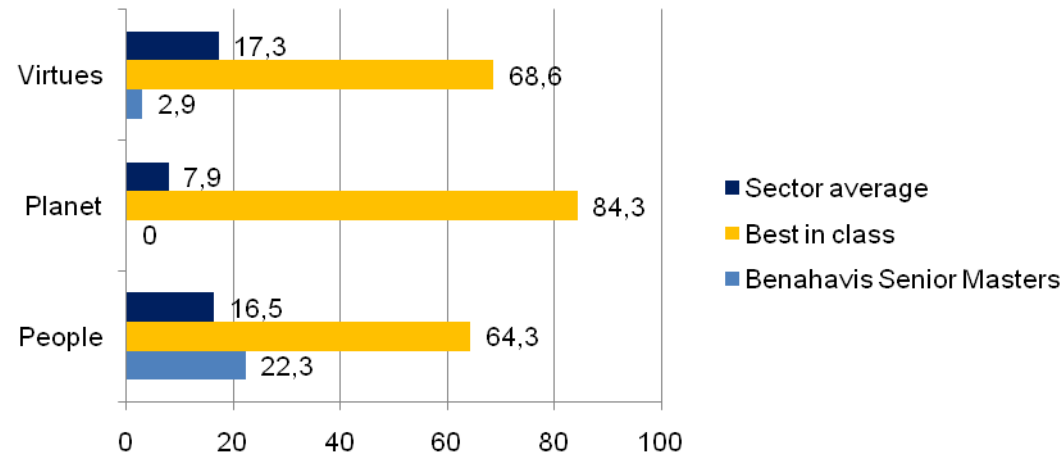
Score: 10.5

Criteria	Strengths
Communication	The tournament uses social media such as Facebook and Twitter to communicate and inform about the event.
Venue	In 2004 the Grand Resort Bad Ragaz received ISO 14001 certification.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts. Use the media to promote the greening of the event.
Venue	Encourage the golf course to take part in an environmental certification programme
Education and Audience awareness	Communicate water conservation, energy efficiency and waste management to the relevant stakeholders such as visitors, staff and players.

Benahavis Senior Masters

Date: Oct 14 - Oct 16
Venue: La Quinta Golf & Country Club,
Marbella, Spain
Prize money: €180,000

Title sponsor: Benahavis
Main sponsors: Sportcel



Position

52

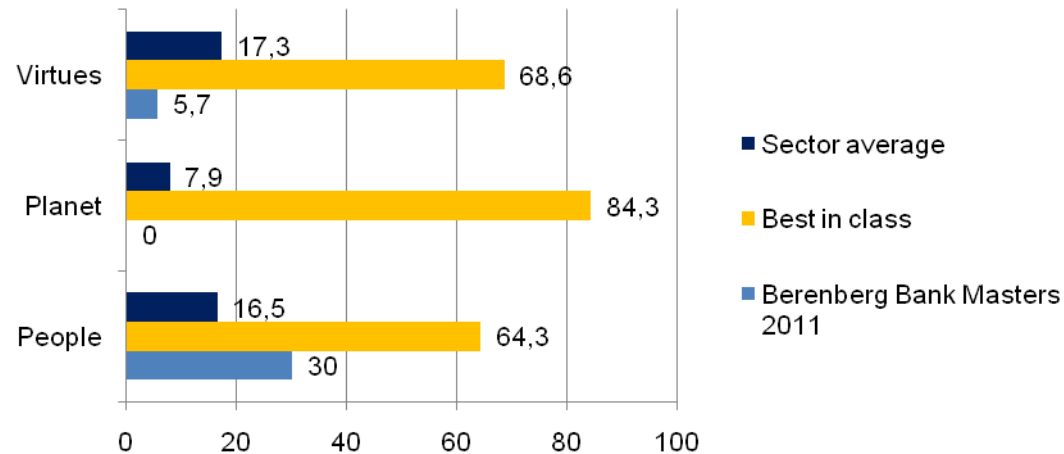
Score: 8.6

Criteria	Strengths
Social responsibility and local cooperation	In 2010 a mini golf tournament for kids was organised. This initiative allows local children and their families to learn more about the game in a relaxed environment thanks to the golf initiation system SNAG® ("Starting New at Golf"). It's a comprehensive system that has been developed to simplify the instructions so that it can be an effective transition into the game of golf.
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and promote the benefits.
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired.
Local cooperation	Use local suppliers to boost local economy and to reduce carbon emissions.

Berenberg Bank Masters 2011

Date: Jun 17 - Jun 19
Venue: Cologne Golf und Land Club,
Cologne, Germany
Prize money: €400,000

Title sponsor: Berenberg Masters
Main sponsors: Rolex, Audi, Bogner



Position

41

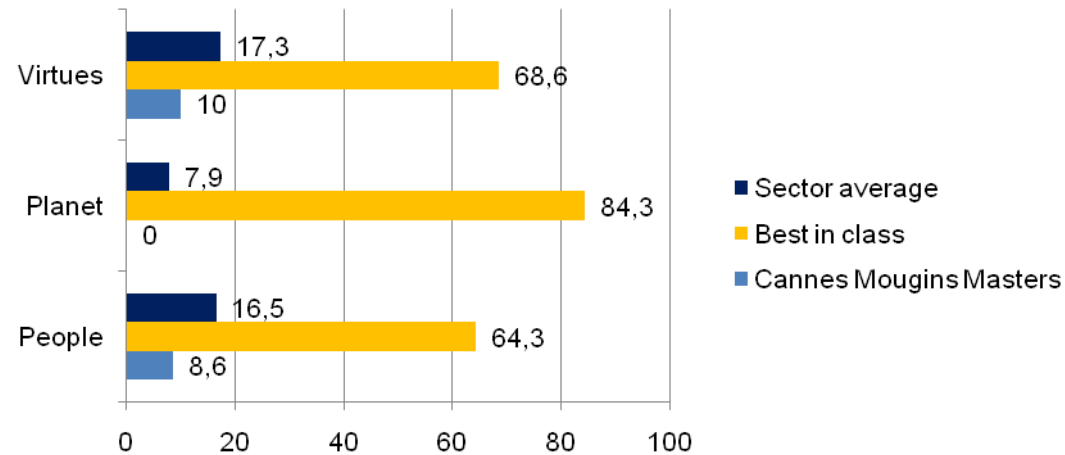
Score: 11.9

Criteria	Strengths
Cultural diversity	The tournament offers a volunteer programme. Each volunteer receives an official tournament uniform, free parking, free meals at working days and a green fee voucher (on weekdays).
Local cooperation	The tournament cooperates with local suppliers such as the Radisson BLU Hotel Köln and Althoff Hotel.
Mobility and Infrastructure	The tournament promotes public transport on the website. The golf course is easily reachable from Cologne by tram. At the station "Neuenweg", shuttle busses to the event venue are available.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players.
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Water management	Reduce the water use by using water efficient devices.
Local cooperation	Use local suppliers to boost local economy and to reduce carbon emissions.

Cannes Mougins Masters

Date: Sep 22 - Sep 24
Venue: Cannes Mougins, Cannes, France
Prize money: €250,000

Title Sponsor: Sodexo
Main sponsors: PwC, Elis, Neuflyze OBC, BMW



Position

61

Score: 6.2

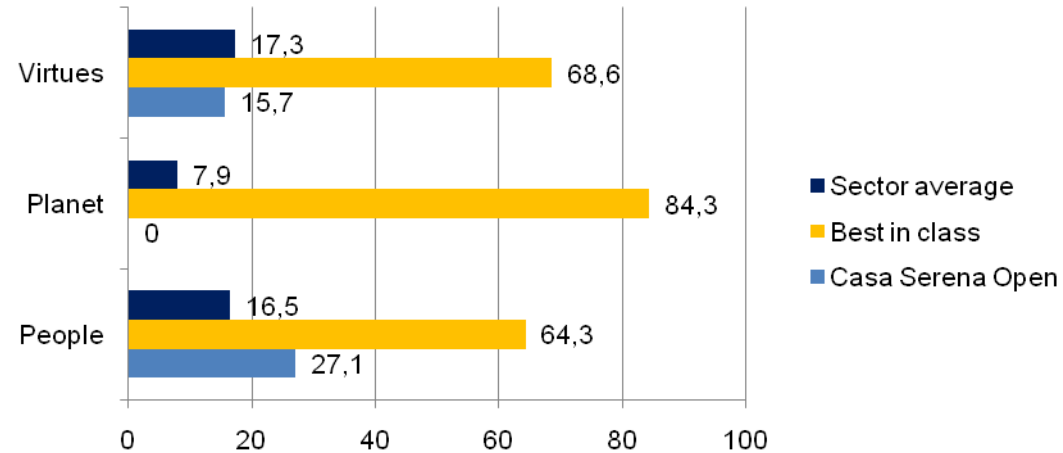
Criteria	Strengths
Commitment	Sodexo has been recognised by the DJSI for the sixth time as the global leader for its industry segment, hotels, restaurants, bars and recreational services for the year 2010-2011.
Social responsibility	The tournament commits to charity cooperating with the FHP (Fédération de l'Hospitalisation Privée).
Criteria	Points for improvement
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site.
Water management	Use sustainable irrigation systems for the golf course.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

Casa Serena Open

Date: Sep 16 - Sep 18
Venue: Casa Serena Golf, Prague, Czech Republic
Prize money: €400,000

Main sponsors: Foxconn, HP

Casa Serena
OPEN



Position

38

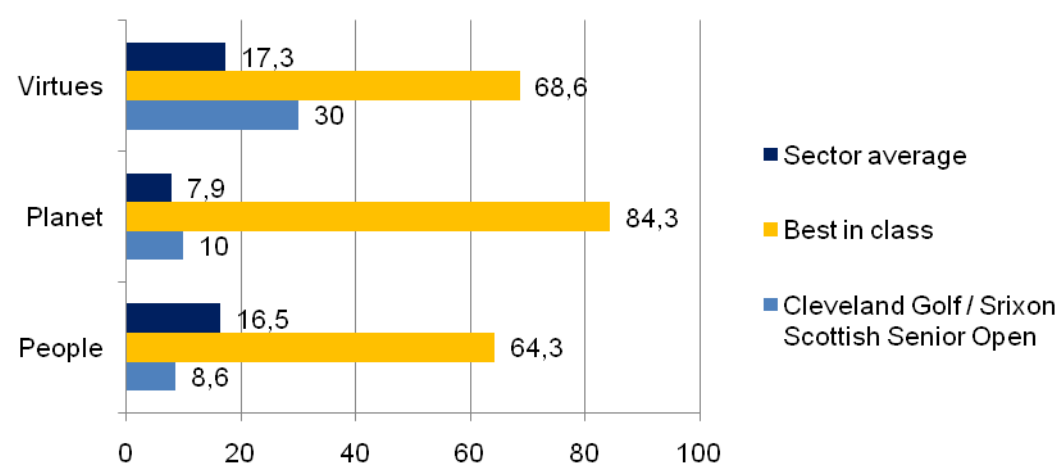
Score: 14.3

Criteria	Strengths
Communication	The tournament uses social media (Facebook) to communicate about several initiatives at the event.
Cultural diversity	The tournament offers a volunteer programme. The following benefits are covered: free parking, free entry on all tournament days, catering, tournament clothing and the green fee for 18 holes on the Monday after the event.
Commitment	The main sponsor Foxconn is a manufacturer of computers and electronic components worldwide. The company implemented ISO 14001 standards and besides waste management and reduction of air pollution, Foxconn actively involves the local community and donates to charity funds. HP is also very active on global citizenship and has a closed-loop ink cartridge process.
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and promote the benefits.
Water management	Reduce the water use by using water efficient devices.
Energy	Use energy efficient equipment; i.e. use LED lighting throughout the event site.

Cleveland Golf / Srixon Scottish Senior Open

Date: Aug 19 - Aug 21
Venue: Fairmont St. Andrews, St. Andrews, Fife, Scotland
Prize money: £250,000

Title sponsor: Cleveland Golf / Srixon



Position

35

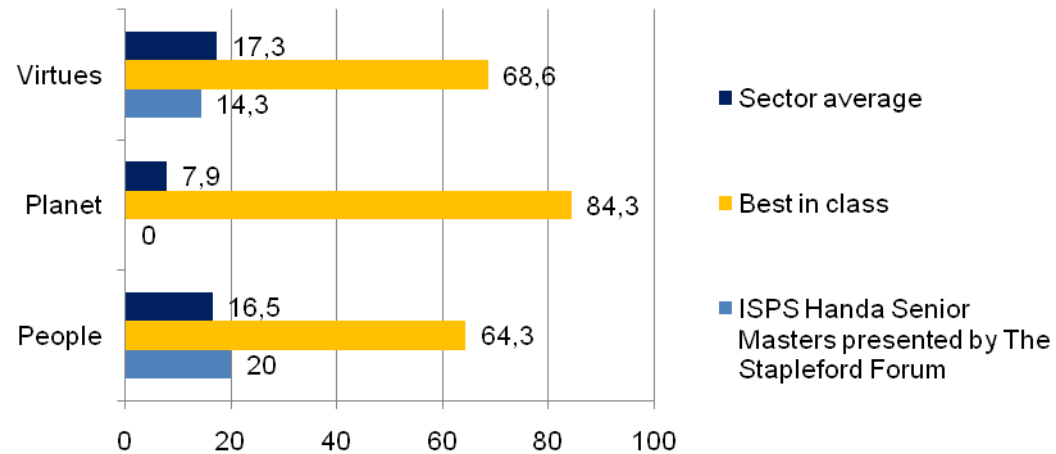
Score: 16.2

Criteria	Strengths
Venue and commitment	The golf course is enrolled in the integrated environmental management programmes with Audubon International. The programme sets the guidelines for an international system of wildlife and environmental conservation. Fairmont Hotels & Resorts is very committed to environmental protection and sustainability guided by the very own Green Partnership Program. The Partnership, a company-wide stewardship program, strives to minimise the properties' operational impact on the environment through resource conservation and best practices. The main focus of the Green Partnership programme is initiatives such as recycling, kitchen-waste diversion, retrofitting energy-efficient lighting, conducting community-outreach programs and buying green power.
Accessibility	The tournament promotes a special ticket offer: Visitor who pre book their tickets for the event, will receive "Buy One, Get One Free".
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts.
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium

ISPS Handa Senior Masters presented by The Stapleford Forum

Date: Jun 03 - Jun 05
Venue: Stapleford Park, Melton Mowbray, England
Prize money: £200,000

Title sponsor: ISPS



Position

43

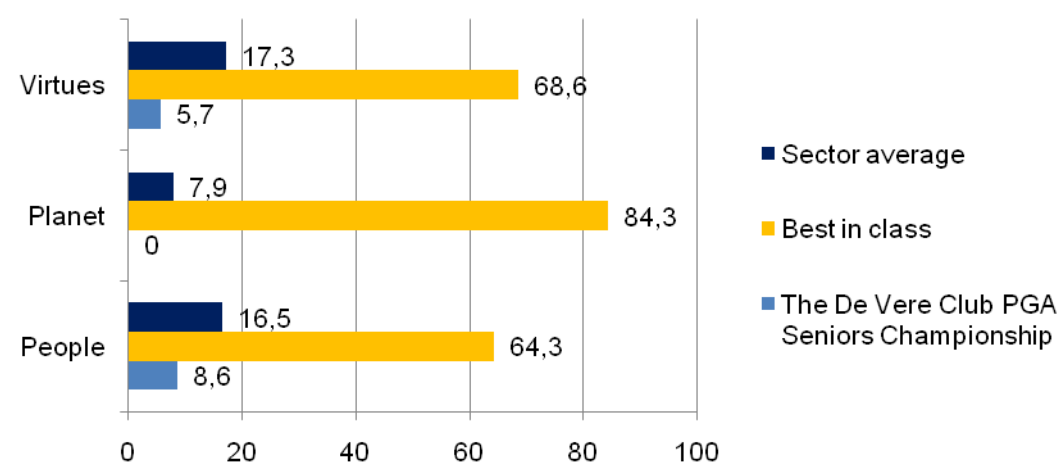
Score: 11.4

Criteria	Strengths
Communication	ISPS has a website providing information about ISPS and Golf, the different tournaments their involved in, their ambassadors and charity.
Commitment and Social responsibility	ISPS supports the International Blind Golf Association (IBGA) and will be raising the profile of blind and disabled golf through a number of initiatives organised around its tournaments. At this year's edition the focus is placed on the disaster relief in some of Japan's worst hit areas by the earthquake and tsunami, with a fundraising target of 15 million USD. ISPS ambassadors Ian Woosnam, Sam Torrance and Sandy Lyle as well as other high profile golfers, who have shown, and continue to show their dedication through fundraising initiatives and generous personal donations, are showing their support at the tournament.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Strategic planning	Develop a sustainability strategy addressing i.e. energy use, water conservation, resource consumption and purchasing, waste management, and communicate it to all the stakeholders.
Communication	Create a tournament website and make use of social media to communicate about the event and social and environmental issues.

The De Vere Club PGA Seniors Championship

Date: Jun 09 - Jun 12
Venue: Hunting Course, De Vere Slaley Hall, Hexham, England
Prize money: £250,000

Title sponsor: De Vere Club



Position

64

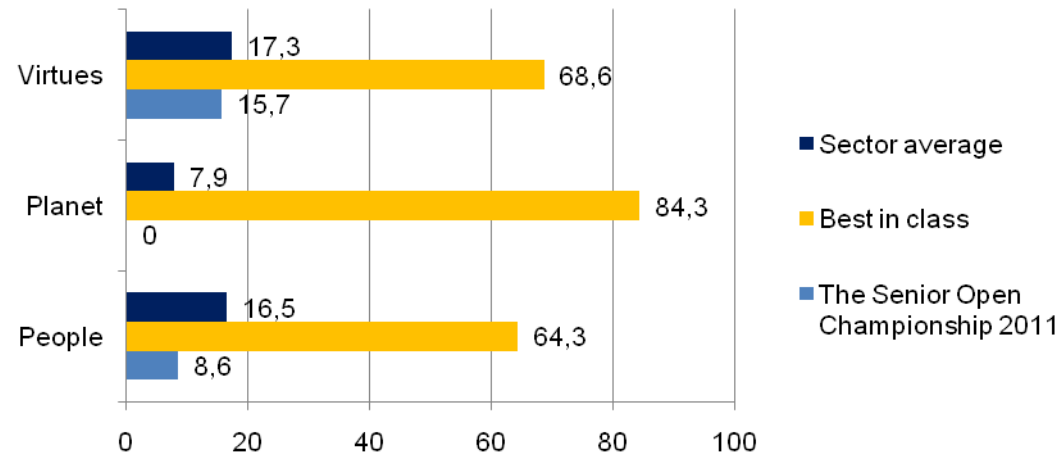
Score: 4.8

Criteria	Strengths
Venue	De Vere Group works with suppliers in reducing the levels of chemical fertilisers and pesticides on their golf courses, and increase the watering process by the use of bore hole or natural spring supplies.
Sponsor commitment	De Vere Group is committed to responsibly sourced food products and ingredients following seasonal trends and sourcing from the UK whenever possible to reduce food miles. De Vere Group seeks to reduce the amount of waste by recycling cardboard, white paper, glass, plastic, aluminium cans.
Criteria	Points for improvement
Strategic planning	Develop a sustainability strategy specifically for the golf event.
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts. Use the media to promote the greening of the event.
Energy	Use energy efficient equipment i.e. use LED lighting throughout the event site and bio-fuels.

The Senior Open Championship 2011

Date: Jul 21 - Jul 24
Venue: Walton Heath G.C., Surrey,
England
Prize money: \$2,000,000

Title sponsor: Master Card
Main sponsor: Rolex, R&A



Position

54

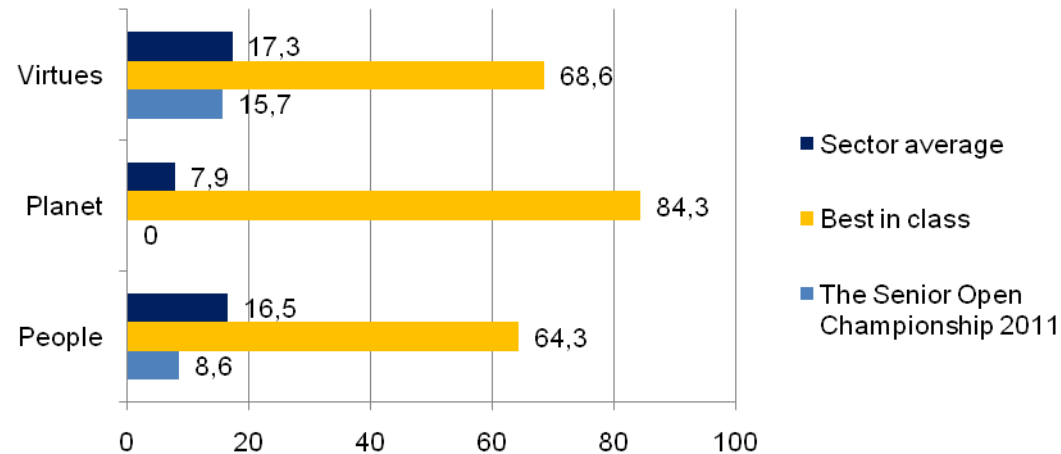
Score: 8.1

Criteria	Strengths
Accessibility	Facilities for the disabled include a disabled toilet in the tented village and reserved car parking. Tented structures have ramp access as well as steps.
Social responsibility	The tournament offers full public catering, exhibition, merchandise and free interactive activities in the tented village. The 'Three for One' promotion run includes golf, horse racing and music lovers. The programme is organised by the Senior Open Championship and Epsom Downs Racecourse.
Criteria	Points for improvement
Communication	Create a tournament website to communicate the event and the social and environmental commitment.
Natural resources	Prefer local and biological products for the catering that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Energy	Use low emission and fuel efficient vehicles and energy efficient equipment, i.e. use LED lighting throughout the event site

Travis Perkins plc Senior Masters 2011

Date: Sep 02 - Sep 04
Venue: Duke's Course, Woburn GC
Woburn, England
Prize money: £285,000

Title sponsor: Travis Perkins plc



Position

58

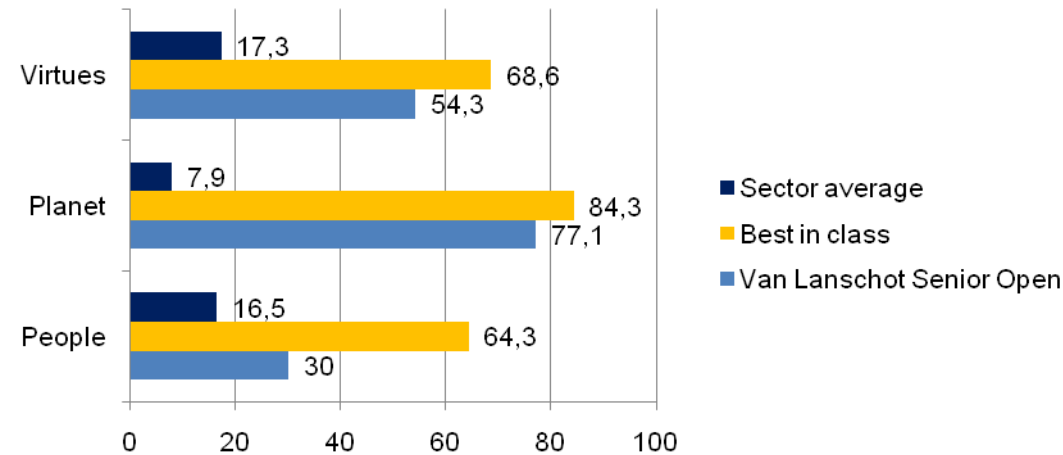
Score: 7.1

Criteria	Strengths
Economic spin-off	At Woburn several commercial activities are combined. Besides the event venue there is a Safari Park which has an environmental programme, the Abbey and the Inn.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts.
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.

Van Lanschot Senior Open

Date: Jun 24 - Jun 26
Venue: The Royal Haagsche Golf & Country Club, The Hague, Netherlands
Prize money: €250,000

Title sponsor: Van Lanschot
Main sponsors: Deloitte, KLM



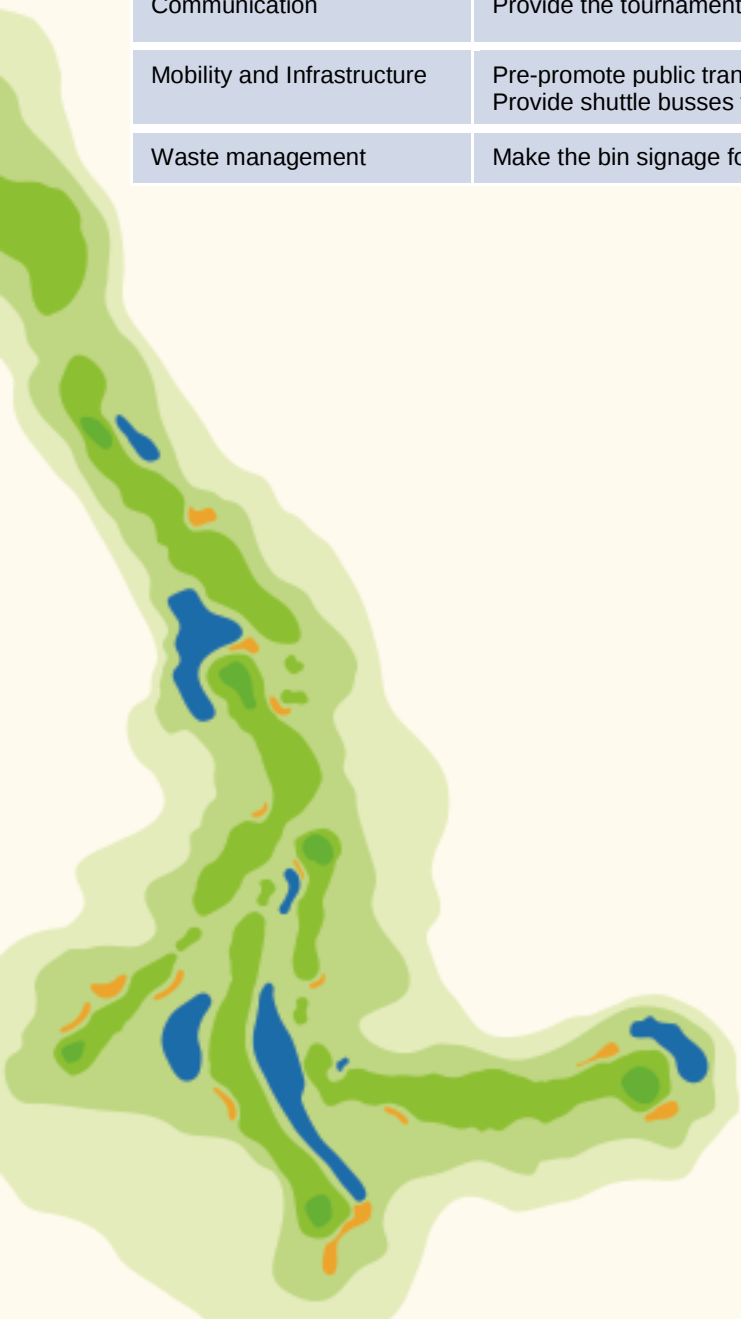
Position

6

Score: 53.9

Criteria	Strengths
Energy	For several years the Haagsche Golf Club uses green tariff grid and bio-fuels on small maintenance equipment. The golf course invests in low-energy heating and air conditioning systems. Low energy and motion sensor lighting are installed at the venue.
Natural resources	The Haagsche chooses environmentally friendly products, uses local suppliers for the purchasing of various products and different regional products are offered on the restaurant golf club's menu.
Choice of stakeholders	Certified suppliers and contractors are preferred at the golf course.
Water management	The golf course minimise water usage through fully modernised irrigation system.
Venue	The Koninklijke Haagsche Golf & Country Club has been assessed against the GEO Certification Criteria and awarded GEO Certified™ status. Criterias taken into account are: Landscape & Ecosystems, Water; Energy & Resources, Products & Supply Chains, Environmental Quality and People & Communities.
Biodiversity	The Haagsche undertakes various activities to conserve and enhance biodiversity on the golf course, i.e. Installation of nest boxes, provision of hibernation areas and creation of micro-habitats.

Criteria	Points for improvement
Communication	Provide the tournament website also in English to communicate the sustainable initiatives globally.
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies; Provide shuttle busses to connect public transport areas and the golf event site.
Waste management	Make the bin signage for waste separation easy to understand for the audience and position the bins so that they are easily accessible.



The Challenge Tour



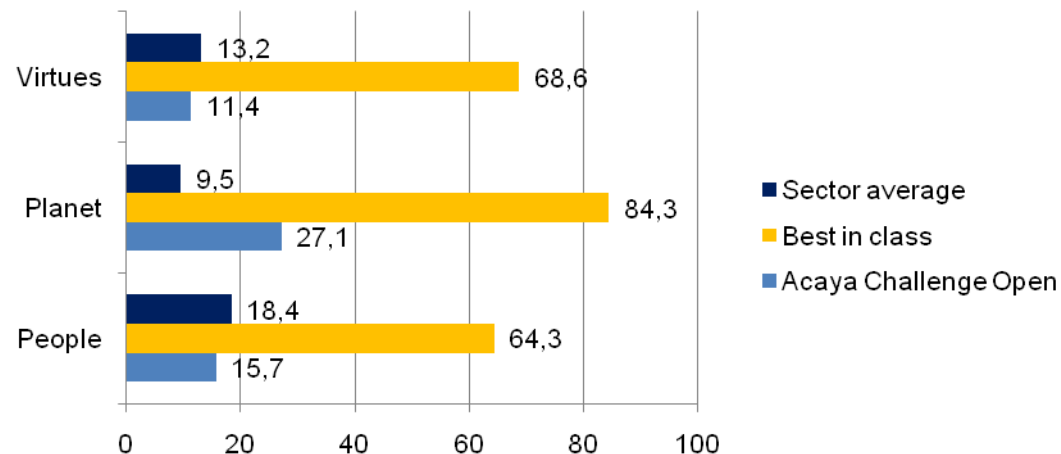
Double Tree by Hilton Acaya Open

Date: Jul 07 - Jul 10

Venue: Acaya Golf Resort, Lecce, Puglia, Italy

Prize money: €160,000

Title sponsor: Double Tree by Hilton



Position

32

Score: 18.1

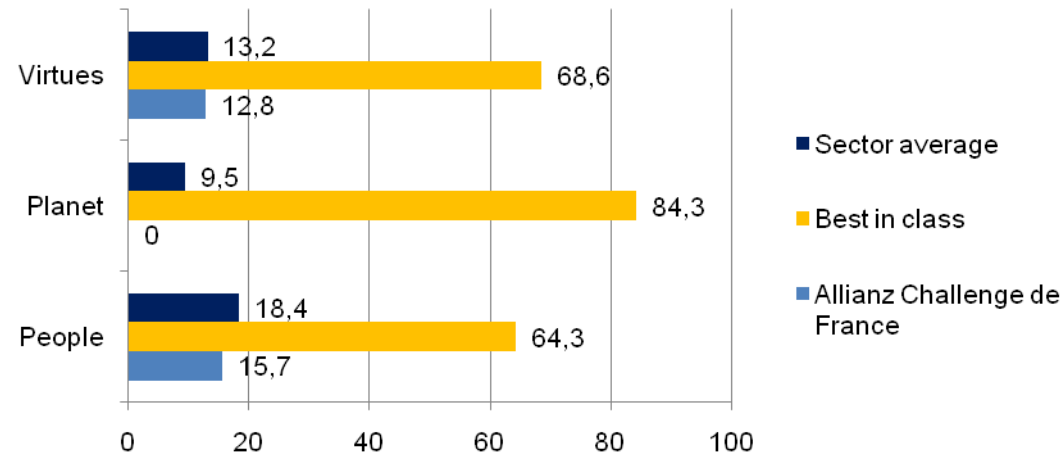
Criteria	Strengths
Mobility	The Acaya Golf resort promotes public transport such as train, ferry or boat. There are links to the general websites of the Italian Railways, Porto di Brindisi and Pagine Azzurre.
Venue	The Acaya Golf course is designed in an ecologically sustainable way. Sustainability is important for the DoubleTree By Hilton Acaya Golf Club. The course is situated close to a natural oasis of around 380 hectares, offering rare natural landscapes and a refuge to numerous waterfowl.
Water management	The widespread and diverse distribution of water allows the watering of the grass to be controlled, so as to reduce any possibility of over-watering or wastage. A complex system of lakes and streams, which allows the management and conservation of oxygenated water, results naturally in a system of waterfalls and manages the water usage more efficiently.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the social and environmental commitment.
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players. Use energy efficient equipment, i.e. use LED lighting throughout the event site.
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired.

Allianz Challenge de France

Date: May 05 - May 08
Venue: Golf Disneyland, Disneyland
Paris, France
Prize money: €150,000

Title sponsor: Allianz
Main sponsors: Park & Suites, Golf
Disneyland, Clear Channel

Allianz
GOLF TOUR



Position

50

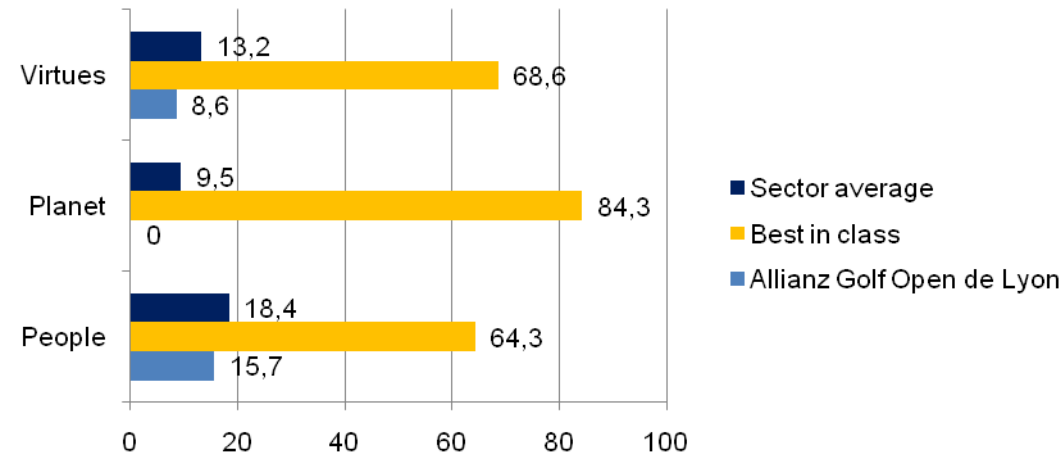
Score: 9.5

Criteria	Strengths
Commitment	The title sponsor Allianz is listed in DJSI. Allianz is recognized by the DJSI as leading the insurance sector in Business Risks and Opportunities, Brand Management, Human Capital Development and Stakeholder Engagement.
Criteria	Points for improvement
Education and audience awareness	Provide educational projects about social or environmental issues for the audience. Communicate water conservation and energy efficient consumption to the audience and staff.
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies; Provide shuttle busses to connect public transport areas and the golf event site.
Waste management	Make the bin signage for waste separation easy to understand for the audience and position the bins so that they are easily accessible.

Allianz Golf Open de Lyon

Date: Oct 06 - Oct 09
 Venue: Golf du Gouverneur, Monthieux, France
 Prize money: €150,000

Title sponsor: Allianz
 Main sponsors: Groupe Delorme
 Automobile Audi, Audition Conseil, Grand Lyon



Position

55

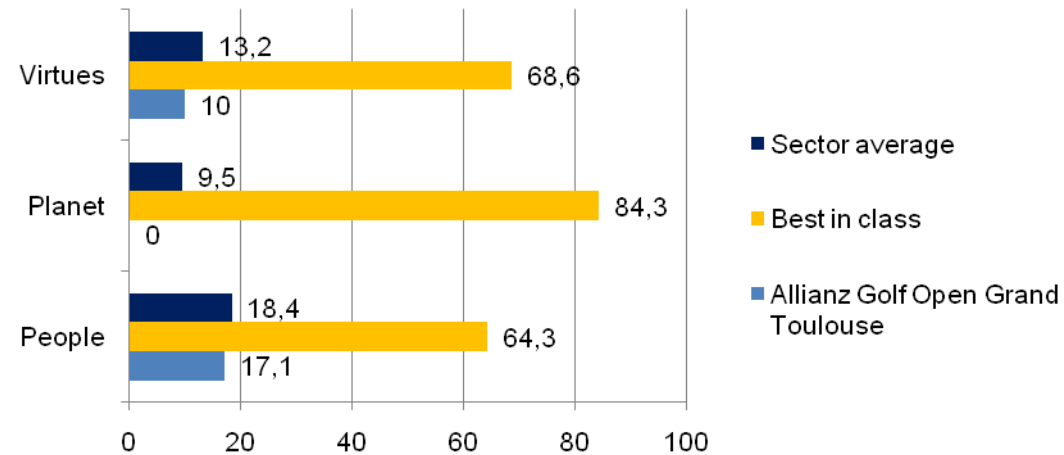
Score: 8.1

Criteria	Strengths
Commitment	Title sponsor Allianz is listed in DJSI. In regard to Business Risk and Opportunities for instance, Allianz showed strong performance in integrating extra-financial considerations into core business processes, such as environmental, social and ethical risks as well as opportunities in underwriting, investment processes and product development.
Social responsibility	The tournament offers side events such as a Kids Trophy, clinics and a Ladies Trophy.
Local cooperation	The organisation cooperates with several local partners and institutions to promote sports locally.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles, i.e. for the transportation of the players. Use energy efficient equipment, i.e. use LED lighting throughout the event site.
Venue	Encourage the golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired.

Allianz Golf Open Grand Toulouse

Date: Sep 22 - Sep 25
Venue: Golf de Toulouse-Seilh, Seilh, France
Prize money: €160,000

Title sponsor: Allianz
Main sponsors: Grand Toulouse, Citroën, Audition Conceil



Position

51

Score: 9.0

Criteria	Strengths
Commitment	Title sponsor Allianz is listed in DJSI. Moreover Allianz was recognized in the area of Brand Management for its alignment of branding and sustainability strategies within the company, enabling clear communication to customers.
Social responsibility	Various well-known rugby and football players take part in the Pro-Am.
Criteria	Points for improvement
Venue	Encourage the golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.
Strategic planning	Develop a waste management and transport strategy.

Allianz Open Cotes d'Armor – Bretagne

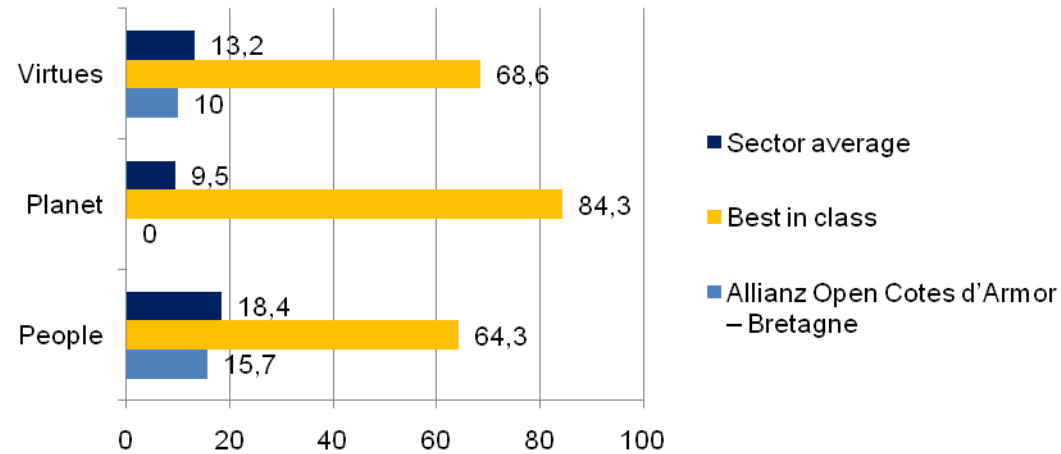
Date: Jun 09 - Jun 12

Venue: Golf Blue Green de Pléneuf Val André, Le Val André, France

Prize money: €150,000

Title sponsor: Allianz

Main sponsors: Région Bretagne, Côtes d'Armor



Position

53

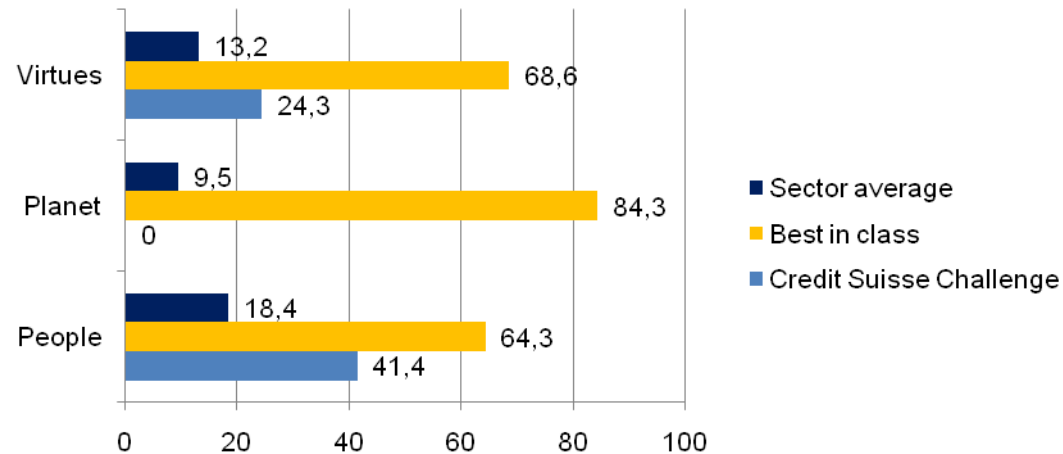
Score: 8.6

Criteria	Strengths
Commitment	Title sponsor Allianz is listed in DJSI.
Criteria	Points for improvement
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies. Provide shuttle busses to connect public transport areas and the golf event site.
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium.

Credit Suisse Challenge

Date: Jul 14 - Jul 17
Venue: Golf Sempachersee, Lucerne, Switzerland
Prize money: €150,000

Title sponsor: Credit Suisse
Main sponsors: BMW, Association Suisse des Golfeurs Indépendants



Position

28

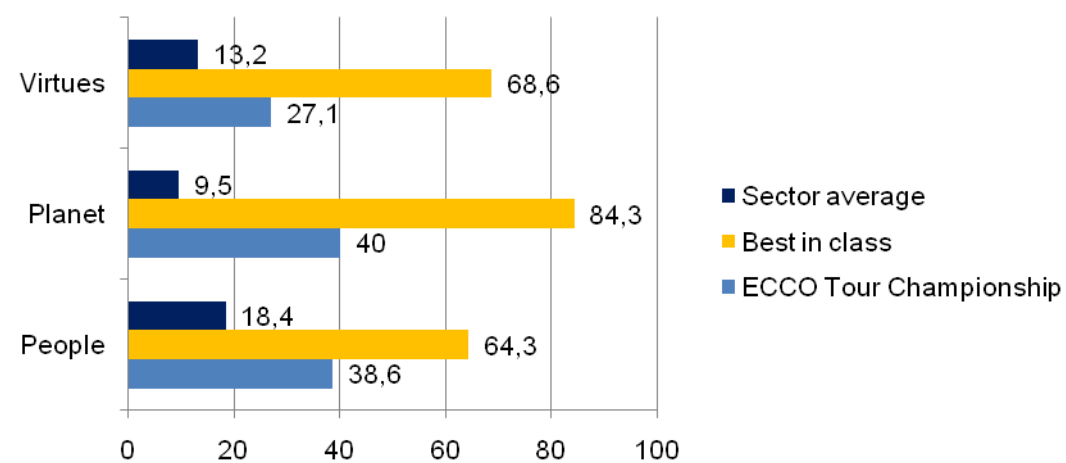
Score: 21.9

Criteria	Strengths
Local cooperation	The tournament promotes and cooperates with various hotels in the region and uses local suppliers such as Fischer Weine, Rosca Caffé, Inter Cheese AG and Campus Sursee.
Cultural diversity	The tournament offers a volunteer programme providing uniforms from Puma, meals at respective working days and an invitation to the festivities after the event.
Commitment	Title sponsor Credit Suisse is listed in DJSI. The main sponsor BMW is named sector leader in the DJSI.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles, i.e. for the transportation of the players.
Mobility and Infrastructure	Pre-promote public transport and provide shuttle busses to connect public transport and the golf event.
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.

ECCO Tour Championship hosted by Thomas Björn & Mercedes Benz

Date: Aug 17 - Aug 20
Venue: Lübker Golf Resort, Nimtofte, Denmark
Prize money: €160,000

Title sponsor: ECCO, Thomas Björn, Mercedes Benz
Main sponsors: Himmerland Golf & Country Club, Backtee, Danfoss, Willis, Samso Golfklub, Actona, Golf Experten, Jeld Wen, Bravo Tours



Position

10

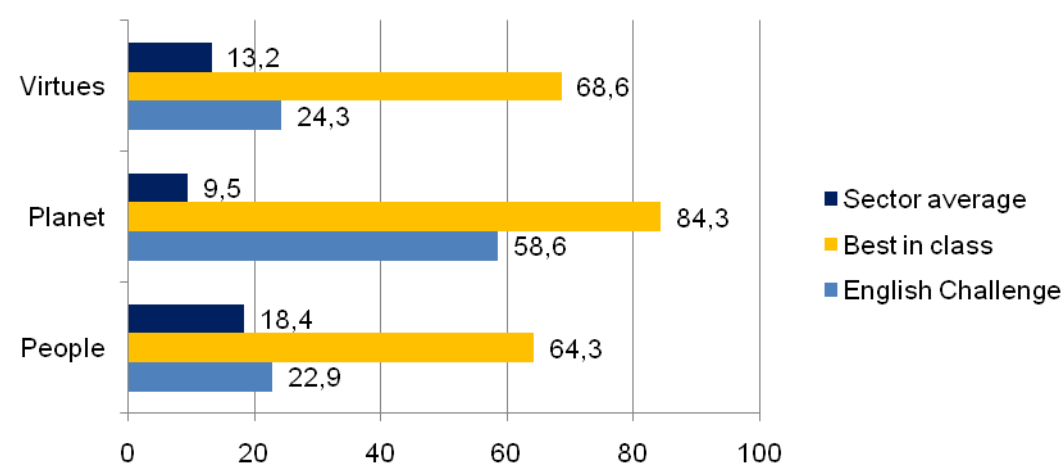
Score: 38.6

Criteria	Strengths
Venue	A landscape caring plan for the entire resort area has been developed in collaboration with the authorities, the Danish Society for Nature Conservation and leading experts. The preservation plan is registered as an easement under private law on the property, which will ensure that the landscape in Lübker Golf Resort will remain unique in the future. Moreover, environmental statements are submitted each year. In addition to an abundance of flora the site include i.e. a large number of rare orchids, and is one of the few places in Denmark, that is home to three rare species of amphibians.
Natural resources	Biological/ organic products are served at the venue.
Education	The audience is educated on the archaeological site and on biodiversity and this is also communicated on the website of the golf course.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001)
Mobility and Infrastructure	Pre-promote public transport provide shuttle busses to connect public transport and the golf event site
Education/ awareness	Communicate water conservation and correct waste separation to the audience

English Challenge

Date: Jul 21 - Jul 24
Venue: The Stoke By Nayland Hotel, Golf & Spa, Colchester, Essex, England
Prize money: €160,000

Title sponsor: N/A
Main sponsor: Hambric Sports Group



Position

11

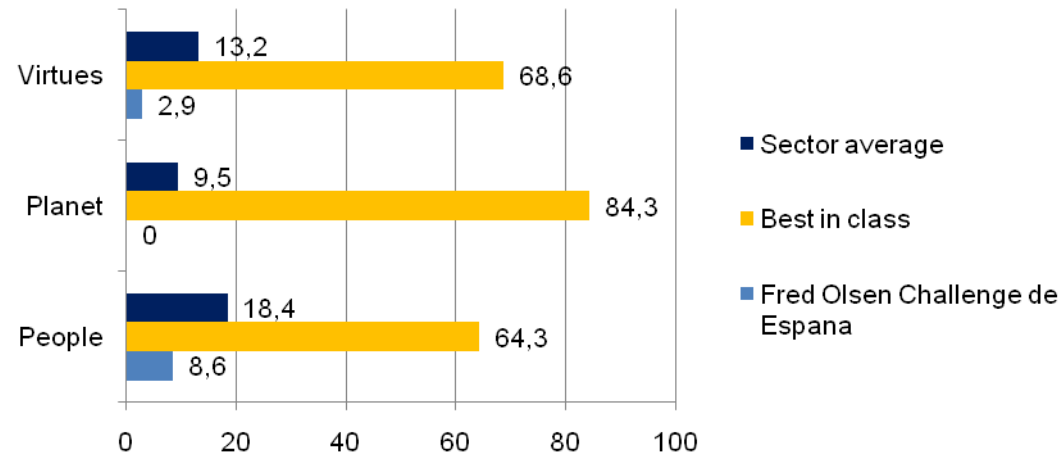
Score: 35.2

Criteria	Strengths
Venue	The design of the golf course skilfully incorporates the inherent natural beauty of the land and over 60.000 trees have been planted at the golf course. The course undertakes sustainable golf initiatives such as a proactive woodland management system, fallen trees are logged into piles to encourage wildlife, the hedges are managed to encourage their use as nesting sites for the numerous birds in the area, the grass cuttings are composted and leaves to be reused on site, pest and disease control are carried out within an IPM (Integrated Pest Mangement) programme to minimise the use of fertilisers and chemicals into the environment, regular ecological assessments are carried out via English Nature, STRI and the EGU. The venue works closely with the Environment Agency, Suffolk Wildlife Trust, Writtle and Otley Colleges, the PGA and European Seniors Tour to ensure best practice is maintained. A register is kept of any hazardous materials, and such materials are securely stored and usage is monitored. Besides that, the venue has a sophisticated computerised system to make best use of water resources.
Social responsibility	'Street youths' from Kenya have been trained as caddies by the UK charity Glad's House and the European Tour Caddies' Association, with funding from The European Tour Players' Foundation.
Criteria	Points for improvement
Communication	Create a tournament website to communicate about the event and the sustainable efforts.
Mobility	Promote the impact of transport, communicate alternatives and promote the benefits.

Fred Olsen Challenge de España

Date: Sep 29 - Oct 02
Venue: Tecina Golf, La Gomera Canary Islands, Spain
Prize money: €160,000

Title sponsor: Fred Olsen



Position

71

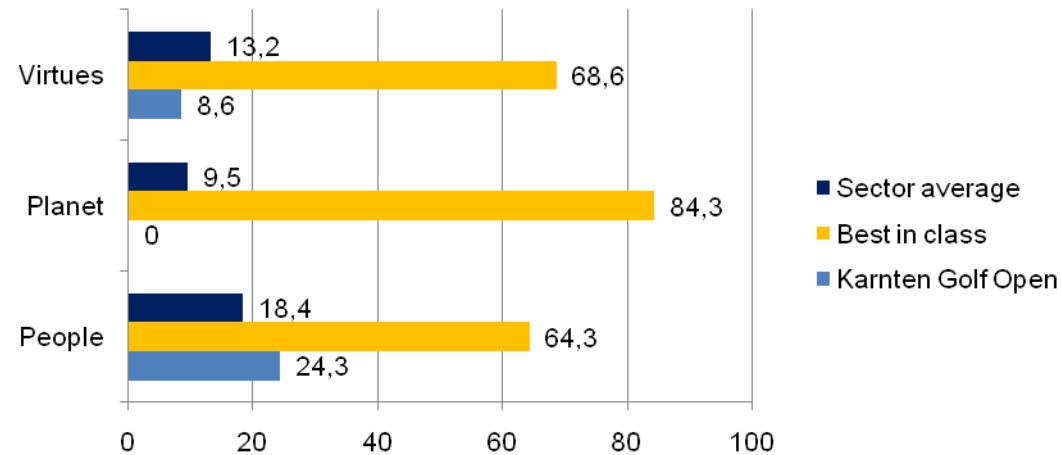
Score: 3.8

Criteria	Strengths
Commitment	The title sponsor Fred Olsen gave a commitment to the local people to invest profits made, back into the Canary Islands, thus boosting the economy and allowing the local community to obtain direct benefits from their success.
Criteria	Points for improvement
Communication	Create a website and use social media to communicate about the tournament. Develop a transparent communication strategy including all stakeholders.
Water management	Capture and treat grey water and re-use grey water. Reduce the water use by using water efficient devices. Use sustainable irrigation systems for the golf course.
Strategic planning	Develop a sustainable transport strategy.

Kärnten Golf Open

Date: Jun 02 - Jun 05
Venue: GC Klagenfurt-Seltenheim,
Klagenfurt, Austria
Prize money: €160,000

Title sponsor: Kärnten
Main sponsors: Mazda



Position

44

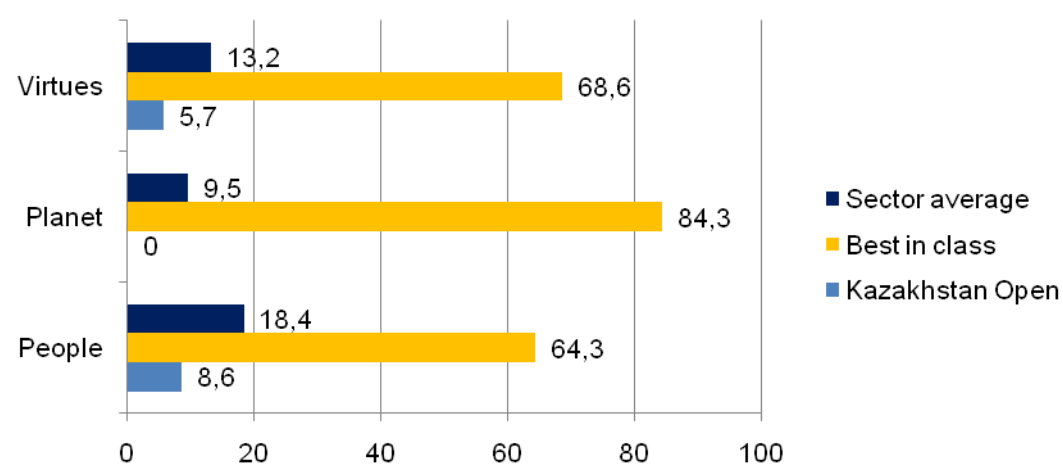
Score: 11.0

Criteria	Strengths
Local cooperation	The tournament uses local suppliers and promotes and involves the region. The tournament is a unique opportunity for the region of Carinthia to position itself hosting international top events and presenting its broad range of tourist attractions.
Communication	The tournament uses social media such as Facebook to communicate initiatives at the event.
Social responsibility	The tournament cooperates with the Markus Brier Foundation which aims to promote golf for kids and to help young golfers to develop their talent.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles, i.e. for the transportation of the players.
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies. Provide shuttle busses to connect public transport and the golf event site

Kazakhstan Open

Date: Sep 08 - Sep 11
Venue: Nurtau GC, Almaty, Kazakhstan
Prize money: €400,000

Main sponsors: ENRC, FIBO Group
Other sponsors: Air Astana, Alsu
Beverages, Hyatt, Remy Martin



Position

65

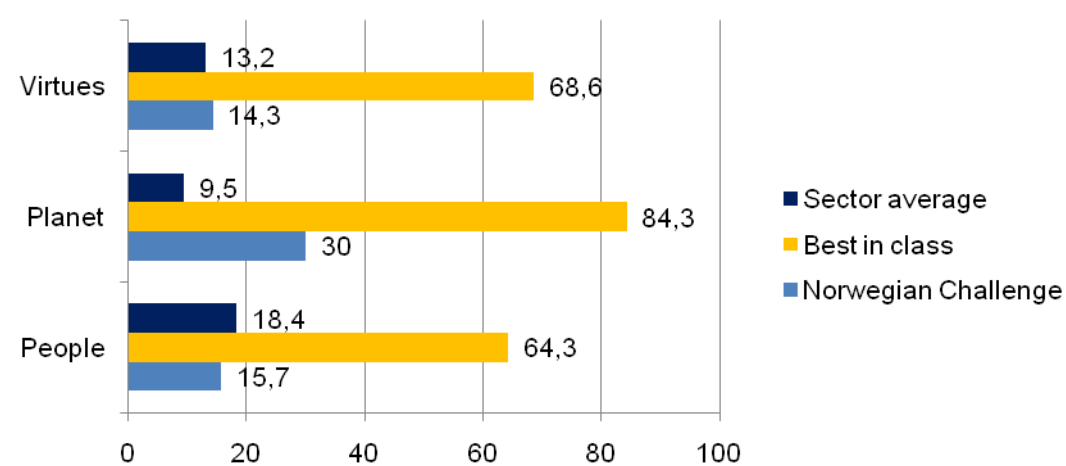
Score: 4.8

Criteria	Strengths
Commitment	The main sponsor ENRC is committed to sustainability. ENRC is establishing a transparent reporting system based on the Global Reporting Initiative (GRI) Metals and Mining Supplement and the International Council on Mining & Metals (ICMM) Sustainable Development Framework. ENRC identified seven key areas of our environmental performance to report on: climate change, energy, emissions, water, waste, toxics and biodiversity.
Criteria	Points for improvement
Strategic planning Measurement tools	Develop a green energy strategy and measure the carbon footprint of the event.
Mobility	Pre-promote public transport on the tournament website.
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.

Norwegian Challenge

Date: Aug 11 - Aug 14
Venue: Hauger Golf Klubb, Slattum, Norway
Prize money: €175,000

Main sponsors: N/A



Position

30

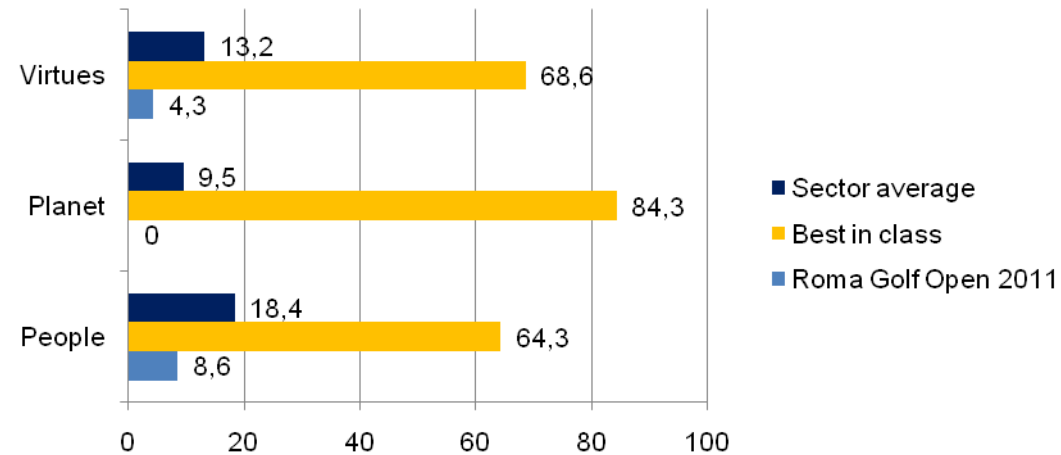
Score: 20.0

Criteria	Strengths
Biodiversity	The golf course is active on protecting bird species, different grass types and mammals at the golf course. The Hauger Golf Club conserves the deciduous and coniferous forest at and around the golf course. Regarding the fauna, several salamander and frog types are protected, the weasel is brought back into its natural habitat and several bird species such as the skylark and tufted duck are protected.
Communication	The tournament has a discussion forum on Facebook to communicate about the event.
Cultural diversity	The tournament offers a volunteer programme.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts.
Natural resources	Use fair trade products for a positive impact on the local and global community. Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Waste management	Put deposits on cups and use biodegradable dishes and cutlery. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

Roma Golf Open 2011

Date: Oct 13 - Oct 16
Venue: Olgiata GC, Rome, Italy
Prize money: €160,000

Main sponsors: N/A



Position

67

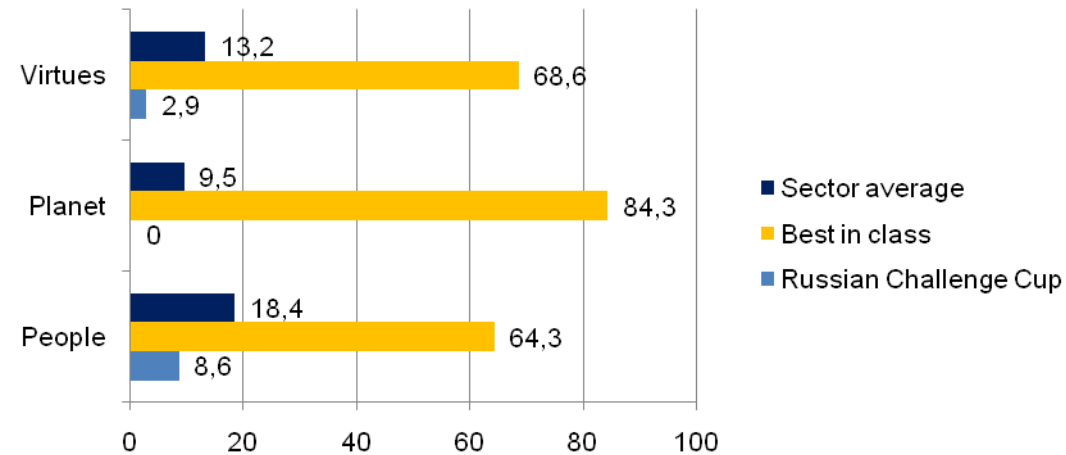
Score: 4.3

Criteria	Strengths
Experience	The golf club includes art into the game of golf and into the social context of the golf club. The work of the artists Giorgio Zambonelli and Dario Cusani is displaced at the golf course.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate the event and the sustainability efforts.
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Local cooperation	Use local suppliers to boost local economy and to reduce carbon emission.

Russian Challenge Cup

Date: Sep 15 - Sep 18
Venue: Tseleev Golf & Polo Club,
Moscow, Russia
Prize money: €175,000

Title sponsor: M2M Private Bank
Main sponsors: Samsung



Position

70

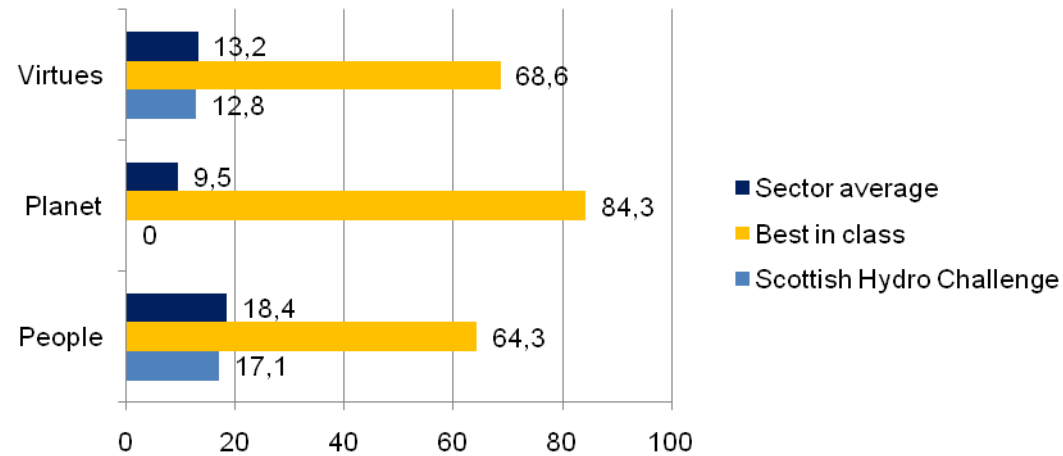
Score: 3.8

Criteria	Strengths
Communication	The tournament has a website to communicate. However, the publicly available information on sustainability issues is minimal.
Criteria	Points for improvement
Mobility	Pre-promote public transport on the tournament website and provide shuttle busses to connect public transport and the event site.
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site and use sustainable bio-fuels.

Scottish Hydro Challenge

Date: Jun 23 - Jun 26
Venue: Macdonald Spey Valley GC,
Aviemore, Scotland
Prize money: €220,000

Title sponsor: Scottish Hydro



Position

49

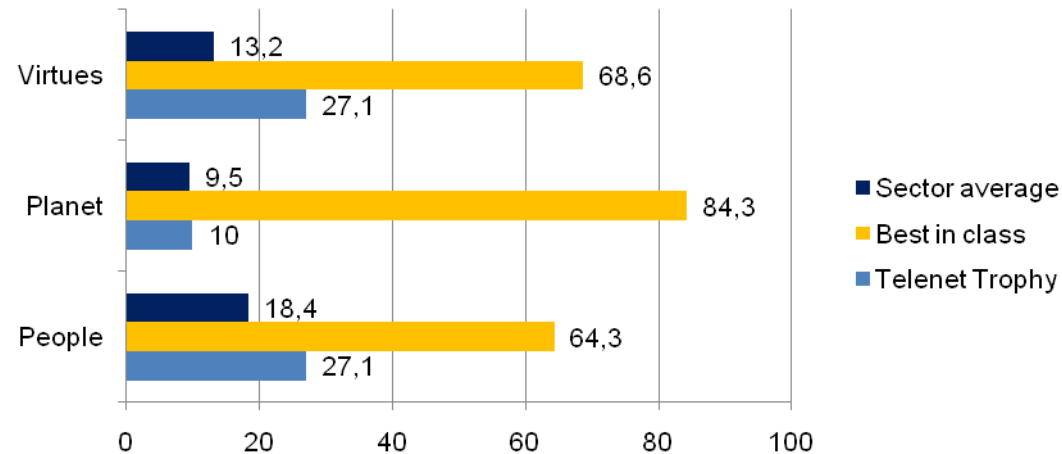
Score: 10.0

Criteria	Strengths
Cultural diversity	The tournament offers a volunteer programme with the following benefits: Free round of golf at the Macdonald Spey Valley Golf Course for each day worked, a free meal in the on-site catering facility at the golf course on each day worked; and an Abacus Scottish Hydro Challenge wind-cheater to wear while on duty and to keep as a memento after the event.
Communication	The tournament uses social media such as Facebook and Twitter to communicate.
Criteria	Points for improvement
Venue	Encourage the golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site. Use solar or wind for the power supply of the event.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

Telenet Trophy

Date: May 26 - May 29
Venue: Royal Waterloo, La Marache
Course, Lasne, Belgium
Prize money: €160,000

Title sponsor: Telenet
Other sponsors: Sergio Tacchini,
Securitas, Ethias



Position

29

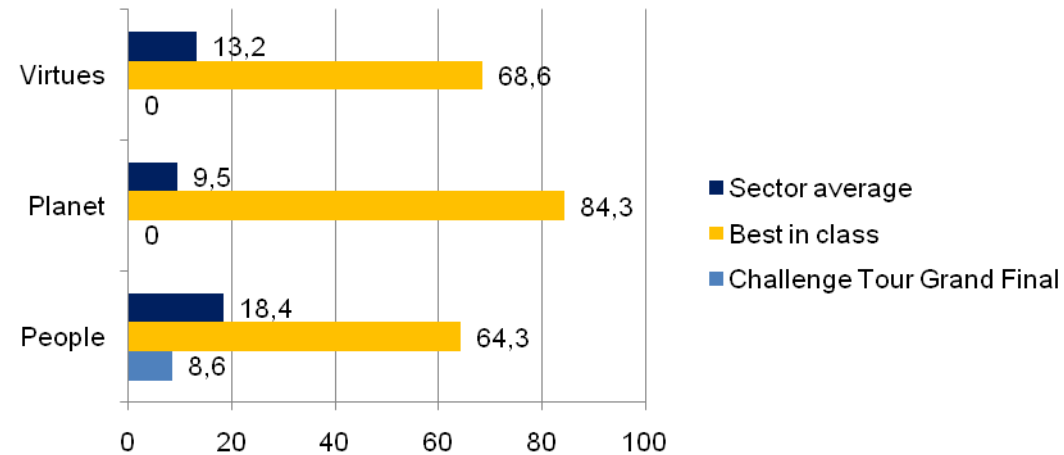
Score: 21.4

Criteria	Strengths
Social responsibility	The performances of the participants in the Telenet Pro-Am led to a donation of €4930 for the Belgian Kids' Fund and Kids' Care. These NGO's are active on the paediatrics and well-being of children in hospitals. The donation was initiated by the Telenet Foundation. The Telenet Foundation's mission is to close the digital divide with a special focus on digital inclusion of children in Belgium.
Accessibility	The admission to the Telenet Trophy is free and also the parking for visitors and members of the Waterloo Golf Club is free.
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Infrastructure	Offer sufficient bicycle parking so that people are more willing to come by bike. Provide shuttle busses to connect public transport and the golf event site.
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).

The Apulia San Domenico Grand Final

Date: Nov 02 - Nov 05
Venue: San Domenico Golf, Puglia, Italy
Prize money: €330,000

Main sponsors: N/A



Position

72

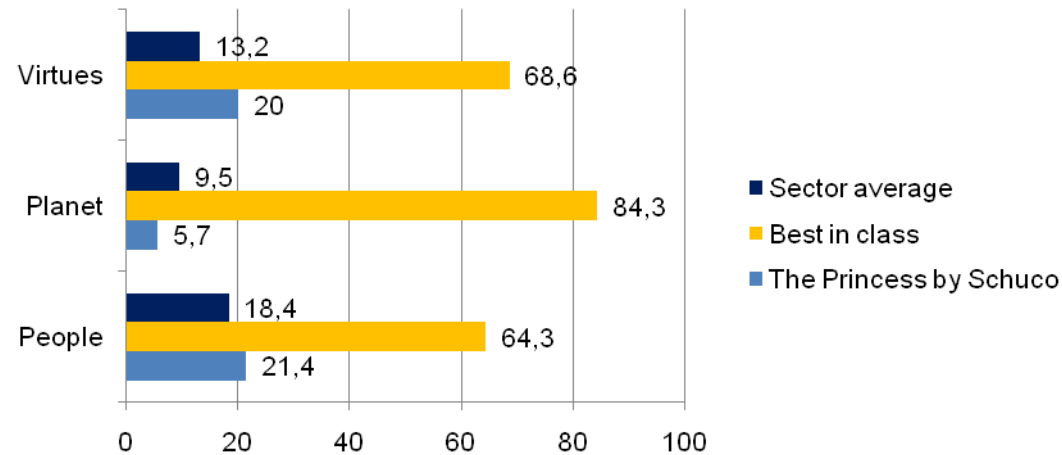
Score: 2.9

Criteria	Strengths
Venue	The golf course retains its local identity by incorporating local plants into the design of the course. The golf club also informs about public transport by train. The closest railway station is located in Fasano: The Bologna Roma Bari Lecce Line.
Criteria	Points for improvement
Communication	Create a website and use social media to communicate about the tournament. Develop a transparent communication strategy including all stakeholders.
Venue	Encourage the golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Strategic planning	Develop a sustainable strategy with clear objectives considering energy and emissions, transport, water management, waste management, resource and purchasing policy.

The Princess by Schüco

Date: Jun 30 - Jul 03
Venue: PGA of Sweden National,
Bara, Sweden
Prize money: €200,000

Title sponsor: Schüco



Position

36

Score: 15.7

Criteria	Strengths
Social responsibility	Ambassador Henrik Stensson uses the event to generate money for the World Childhood Foundation. The Princess Charity Challenge is a match between Martin Kaymer and Henrik Stensson to generate funds for the foundation.
Commitment	Title sponsor Schüco is very active on sustainability and helps to promote and support young golf talent.
Criteria	Points for improvement
Venue	Encourage the golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Strategic planning	Develop a sustainability strategy addressing energy use, transport, water management, resource consumption and purchasing, waste management, and communicate it to all the stakeholders.
Measurement tools	Measure the carbon emissions and conduct a visitor survey to gain valuable information about the sustainability perception and preferences of the audience.

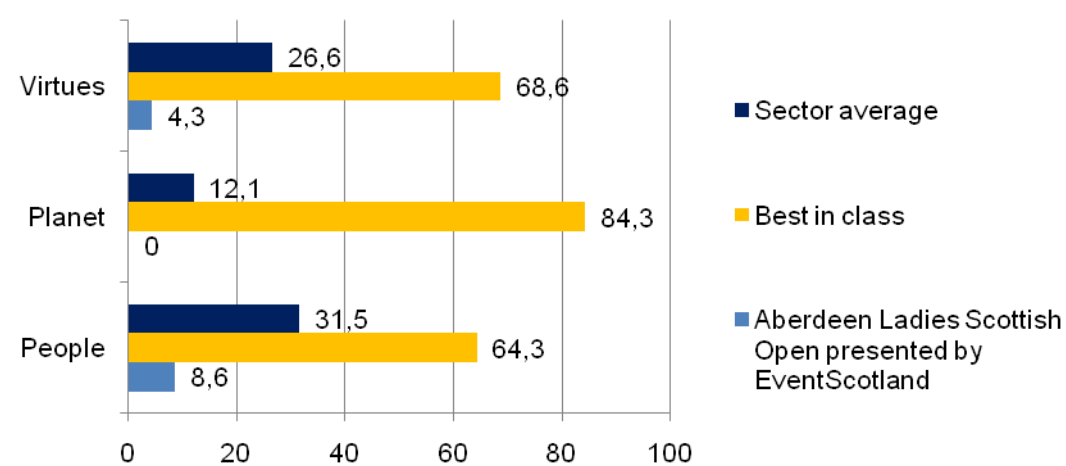
The Ladies Tour



Aberdeen Ladies Scottish Open presented by EventScotland

Date: Aug 18 – Aug 20
Venue: Archerfield Links, East Lothian, United Kingdom
Prize money: €220,000

Main sponsors: Aberdeen Global Asset Management, EventScotland, East Lothian Council



Position

66

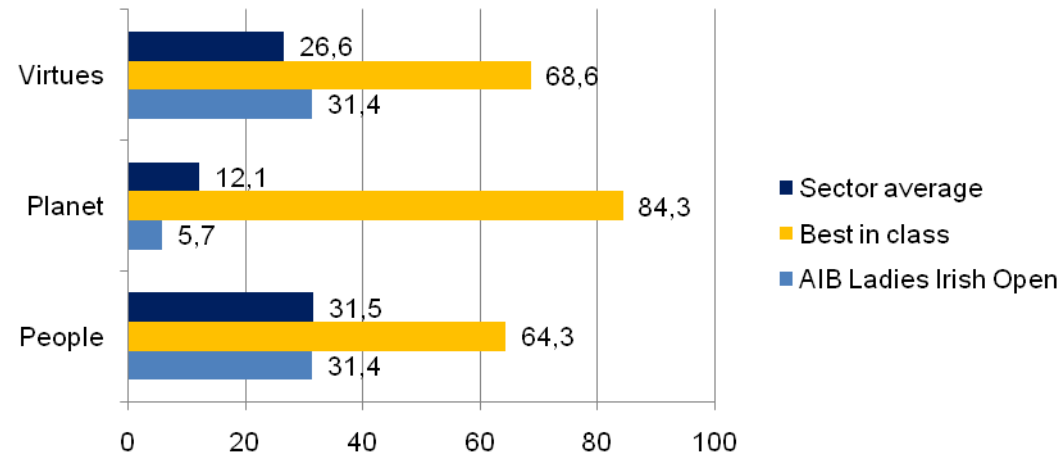
Score: 4.3

Criteria	Strengths
Local cooperation	A poster competition for local primary school children is organised. Children are encouraged to be creative and are involved in one of the biggest annual events in the region. Local people are encouraged to come and watch the tournament for free.
Commitment	The presenting sponsor EventScotland, Scotland's national event agency develops and promotes the Sustainable Sport and Event Toolkit, a tool to incorporate sustainability into event management.
Criteria	Points for improvement
Mobility	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies.
Infrastructure	Limit car parking spaces and charge a fee for parking so that the visitors are encouraged to make use of public transport. Provide shuttle busses to connect public transport and the golf event site.
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.

Ladies Irish Open supported by Fáilte Ireland

Date: Aug 05 – Aug 07
Venue: Killeen Castle, County Meath, Ireland
Prize money: €400,000

Title sponsor: Fáilte Ireland



Position

27

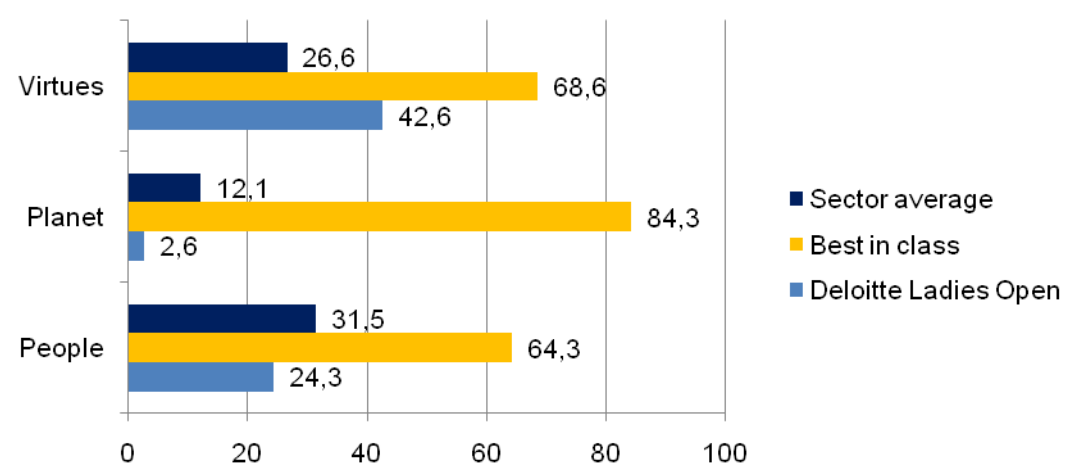
Score: 22.9

Criteria	Strengths
Communication and Cultural diversity	The tournament uses social media such as Facebook to communicate. The tournament also promotes a volunteer programme.
Social responsibility	The tournament cooperates with Pink Ribbon Golf, which was founded in 2007 with the vision of combining support to the fight against breast cancer with the joy of playing golf. The tournament also cooperates with the Marie Keating foundation, the donation partner of Pink Ribbon Golf which is committed to provide all women and their families with the necessary information to prevent cancer or detect it at its earliest stages.
Accessibility	Senior citizens over 65 and children under the age of 16, accompanied by an adult have free entrance. Free admission will be also granted for the first 3,000 AIB Customers who produce their AIB Bank card at the entrance gate each day.
Criteria	Points for improvement
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site. Use sustainable bio-fuels.
Waste management	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium and communicate correct waste separation to the audience.

Deloitte Ladies Open

Date: Jun 03 – Jun 05
Venue: Golfclub Broekpolder,
Vlaardingen, Netherlands
Prize money: €250,000

Title sponsor: Deloitte,
Main sponsors: KLM, ABN AMRO
Other sponsors: Hilton, BMW, Omega,
Rotterdam Topsport



Position

25

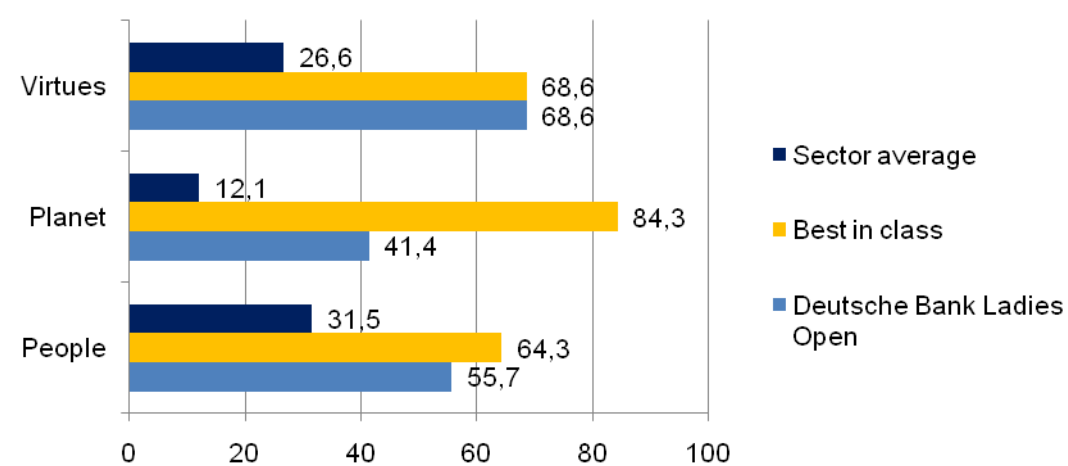
Score: 23.3

Criteria	Strengths
Communication	The tournament has a website and uses social media to communicate and inform about the event.
Measurement tools	The tournament compensates and reduces carbon emissions to become a climate neutral event. Money is invested into the 'Cooking Stove' project where ovens are developed in Kenya and Mexico. Golfclub Broekpolder is 'On Course' for a GEO certification.
Waste management	Together with Van Gansewinkel, the Dutch waste management company a logistic plan is developed to reduce waste at the event. In addition a online ticket system is used to reduce paper use.
Natural resources	The caterer Maison van den Boer is serving for 80% biological products.
Mobility	Main sponsor BMW is providing A-label cars for the courtesy car service to transport the players.
Criteria	Points for improvement
Communication	Provide the tournament website also in English and develop a transparent communication strategy involving all the stakeholders.
Mobility	Promote the impact of transport on the tournament website, communicate alternatives and promote the benefits. Provide shuttle busses to connect public transport areas and the golf event site (see for example Event Mobility at the BMW PGA Championship).

Deutsche Bank Ladies Swiss Open

Date: Jun 16 - Jun 19
Venue: Golf Gerre Losone,
Ticino, Switzerland
Prize money: €525,000

Title sponsor: Deutsche Bank
Main sponsors: Omega, Zurich, Hugo
Boss, Mercedes/Benz



Position

2

Score: 60.0

Criteria	Strengths
Energy	The tournament uses energy efficient and electric vehicles. During the tournament environmentally certified electrical devices are used.
Strategic planning	The DBLSO was the first event on the tour that has become carbon neutral in 2009.
Natural resources	DBLSO focuses on organic and seasonal food products with catering from the Ascona-Locarno region. Paper used for invitations, tournament organisation, meets ecological criteria.
Cultural diversity	The title sponsor Deutsche Bank has made a strong diversity commitment on the website and a volunteer programme is initiated with several extra benefits.
Infrastructure	An extensive shuttle service is provided to transport the visitors to the event.
Measurement tools	The tournament calculates and compensates the carbon emissions. Emissions of arrivals and departures, catering, overnight stays and local energy consumption are calculated to generate 1,837 tonnes of CO2-equivalent greenhouse gas emissions which will be offset via CER (Certified Emission Reductions) certificates for additional investments in a climate protection project. The project concerns the production of clean energy through biomass in Karnataka, India and demonstrates how offsetting certificates can facilitate innovations and lead to a more efficient use of natural resources.
Commitment	Together with different exhibitors the Deutsche Bank engages in providing important information about climate change and protection to the public. Through intensive networking, partners and sponsors are encouraged to get active on sustainability issues.

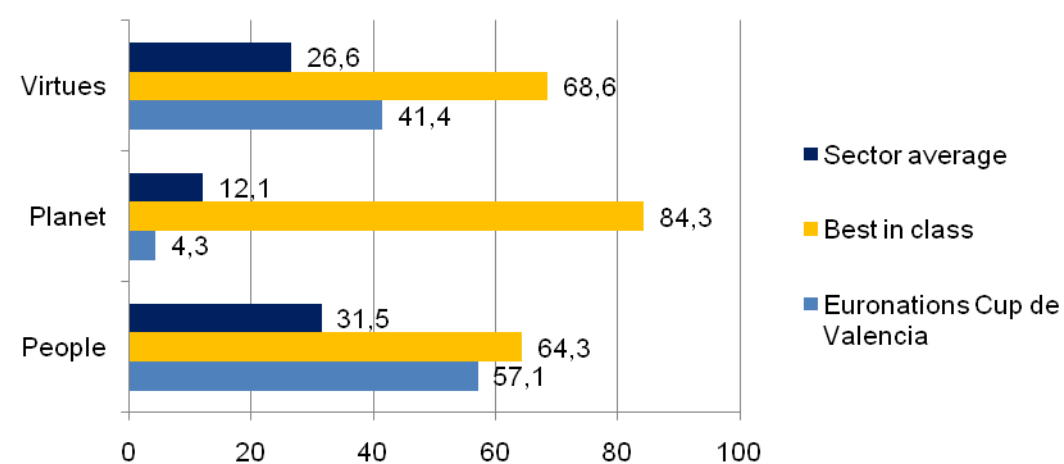


Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site. Develop a green energy strategy, use solar or wind for the power supply of the tournament.
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.
Waste management	Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.
Measurement tools	Conduct an audience survey to gain valuable information about opinions, attitudes and behaviour towards sustainability.
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired (Event Mobility at BMW PGA Championship).

European Nations Cup

Date: Apr 14 – Apr 17
Venue: La Sella Golf Resort,
Alicante, Spain
Prize money: €350,000

Main sponsors: BMW, Kyocera, Denia
Marriott La Sella Golf Resort&Spa,
Marina de Denia, Poodle



Position

12

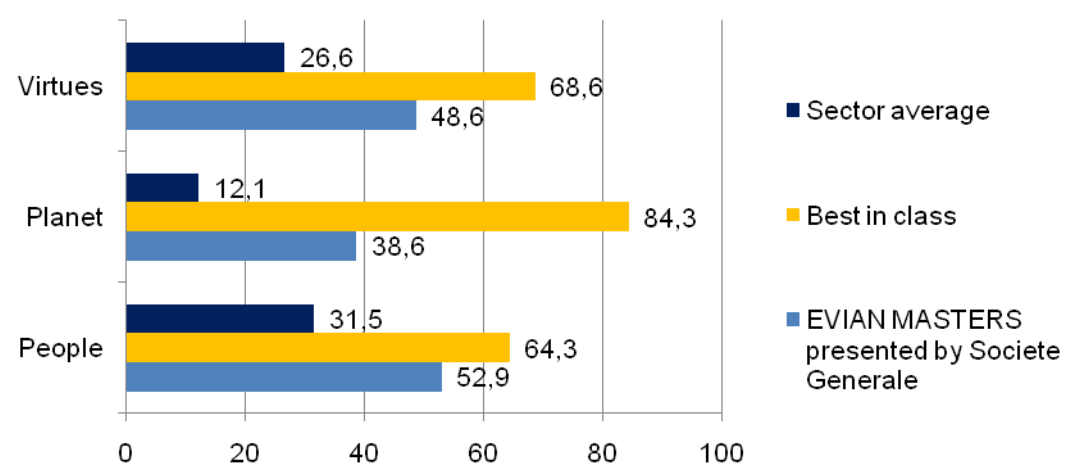
Score: 33.8

Criteria	Strengths
Local cooperation	The tournament involves the community by organising an art exhibition related to golf. Various Spanish artists focus their artistic potential on the sport of golf, and in some cases specifically on the European Nations Cup, to form a unique exhibition of the highest quality. The art exhibition is considered as a milestone in the history of golf and sport not only for its quality but especially for its unique theme.
Experience	Birdy, the official tournament mascot made her debut during the presentation ceremony of the European Nations Cup 2009. This friendly mascot brings a lot of joy to the tournament and adds an extra experience factor to the event.
Measurement tools	The La Sella Golf Resort respects and cares for the local environment. The golf course has been given the ISO 14001 environmental certificate and ISO 9001 Quality certificate. The watering system uses recycled residual water and the maintenance of the course is done in an ecological way.
Social responsibility	There are several side events organised such as an 'approaching the sea' contest and the 'longest drive' contest.
Criteria	Overall points for improvement
Infrastructure	Limit car parking spaces and charge a fee for parking so that the visitors are encouraged to make use of public transport. Provide shuttle busses to connect public transport areas and the golf event site.
Water management	Reduce the water use by using water efficient devices and reduce water pressure. Capture and treat grey water and re-use grey water

Evian Masters presented by Société Générale

Date: Jun 21 - Jul 24
 Venue: Evian Masters GC, Evian-Les-Bains, France
 Prize money: €2,437,500

Title sponsors: Evian, Société Générale
 Main sponsors: Rolex, Lacoste



Position

7

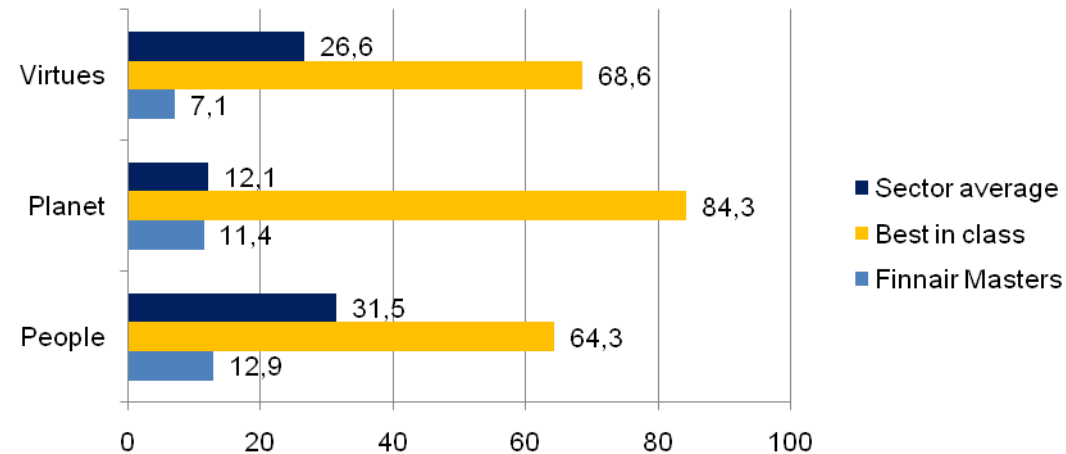
Score: 46.7

Criteria	Strengths
Energy	Renault provides support to players and guests by supplying low CO2 emission vehicles, in order to adhere to its commitment to sustainable development and respect for the environment.
Measurement Tools	For its 17th edition, the Evian Masters is carrying out a Carbon Footprint Study to provide a better vision of its areas of consumption and to put appropriate measures into place for the years ahead.
Social responsibility	A €5 Welcome Pack is offered, a back pack with programmes and goodies. The money is transferred to "Le cancer du sein, parlons-en!" association, an NGO to combat cancer. Part of the takings from the entrance tickets will be donated to ELA (European Leukodystrophy Association).
Mobility	On the tournament website the organization promotes transport by boat from the CGN (Compagnie Générale de Navigation sur le lac Léman) to visit the site of the tournament and provides a special offer: free entry on presentation of the Lausanne –Evian crossing CGN boat ticket.
Criteria	Points for improvement
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.
Mobility	Promote the impact of transport, communicate alternatives and promote the benefits.
Awareness	Communicate water conservation, energy efficient consumption and correct waste separation to the relevant stakeholders such as visitors and staff.

Finnair Masters

Date: Jun 30 - Jul 02
Venue: Helsinki Golf Club, Tali, Finland
Prize money: €200,000

Title sponsor: Finnair
Main sponsors: Volvo, Nordea



Position

45

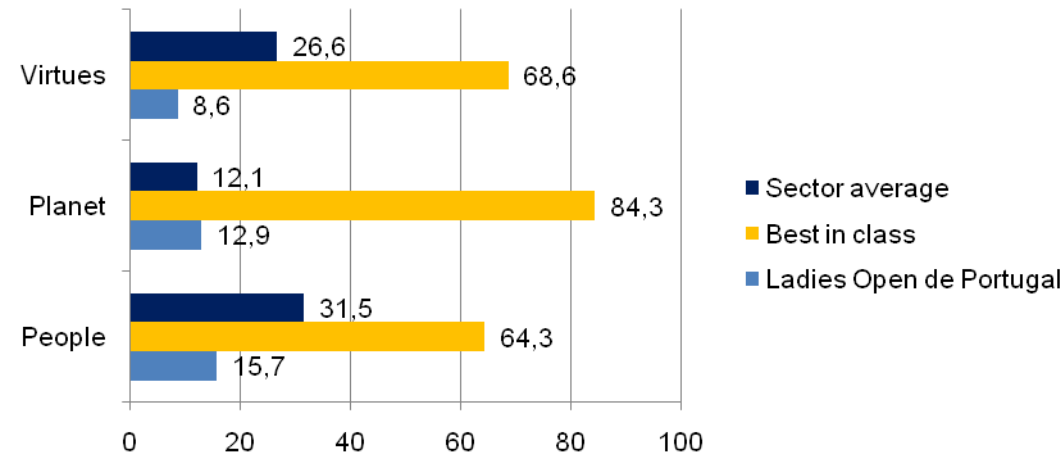
Score: 10.5

Criteria	Strengths
Venue	The golf course holds the GEO OnCourse Profile indicating the commitment of Helsinki Golf Club to become GEO Certified™.
Accessibility	50% ticket discount is offered for children between 7-12 years, students, senior citizens and conscripts.
Criteria	Points for improvement
Energy	Use low emission and fuel efficient vehicles i.e. for the transportation of the players. Use energy efficient equipment, i.e. use LED lighting throughout the event site.
Natural resources	Use fair trade products for a positive impact on the local and global community. Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Social responsibility	Engage in charity at the event and raise funds for a good cause.

Ladies Open de Portugal

Date: May 13 - May 15
Venue: Campo Real Golf,
Turcifal, Portugal
Prize money: €200,000

Title sponsor: ISPS



Position

40

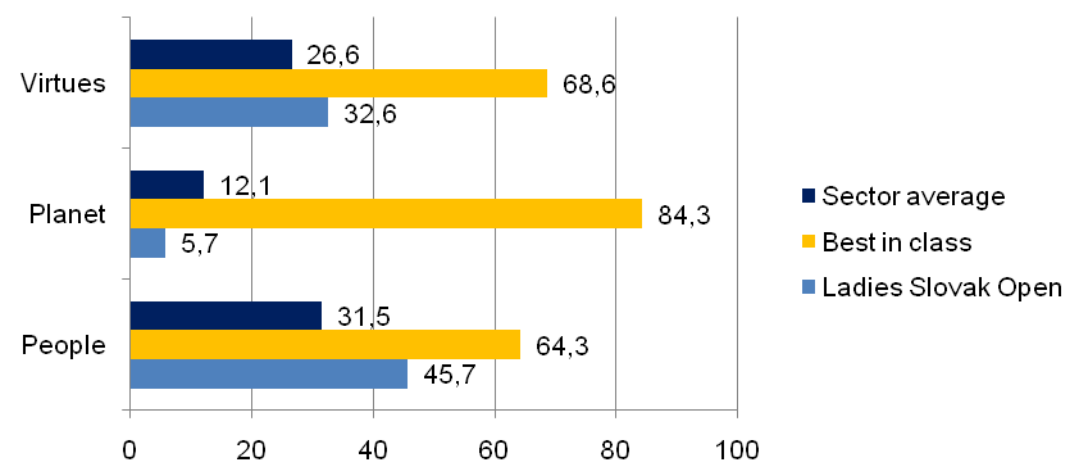
Score: 12.4

Criteria	Strengths
Venue	The resort has been developed in association with environmental planning experts at the renowned Audubon International Institute. CampoReal consistently applied environmentally sensitive management practices to ensure a hospitable and sustainable habitat for wildlife throughout the resort and the golf course reflects the area's status as an Audubon Silver Signature nature reserve. The venue also reuses water.
Criteria	Points for improvement
Communication	Create a tournament website and use social media.
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired.
Strategic planning	Develop a sustainable strategy including water management, waste management, energy and emissions, transport and a communication plan.

Ladies Slovak Open

Date: May 26 – May 28
Venue: Gray Bear Golf Course,
Tále, Slovakia
Prize money: €350,000

Title sponsor: Allianz



Position

15

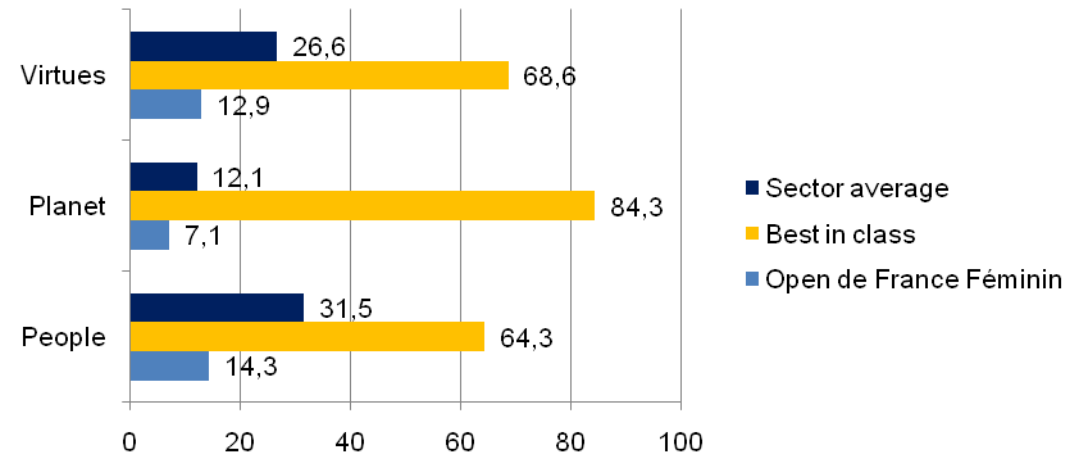
Score: 28.1

Criteria	Strengths
Communication	The tournament uses social media such as Facebook to communicate and inform about the event.
Mobility	The tournament promotes public transport on the website. Bus connections are provided and a link is given to plan the journey.
Cultural diversity	The tournament offers a volunteer programme, including accommodation, free transfer to the course, free parking, a party, clothing and a financial reward for non-golfers.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Water management	Reduce the water use by using water efficient devices. Capture and treat grey water and re-use grey water.
Waste management and Natural resources	Recycle paper, cardboard, plastic, glass, metals, timber and aluminium. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible. Put deposits on refillable cups and bottles and use biodegradable dishes and cutlery.

Open de France Féminin

Date: Sep 29 – Oct 02
Venue: Paris International Golf Club
Baillet-en-France, France
Prize money: €250,000

Main sponsor: Lacoste
Société Générale, Generali, Evian, Air France



Position

42

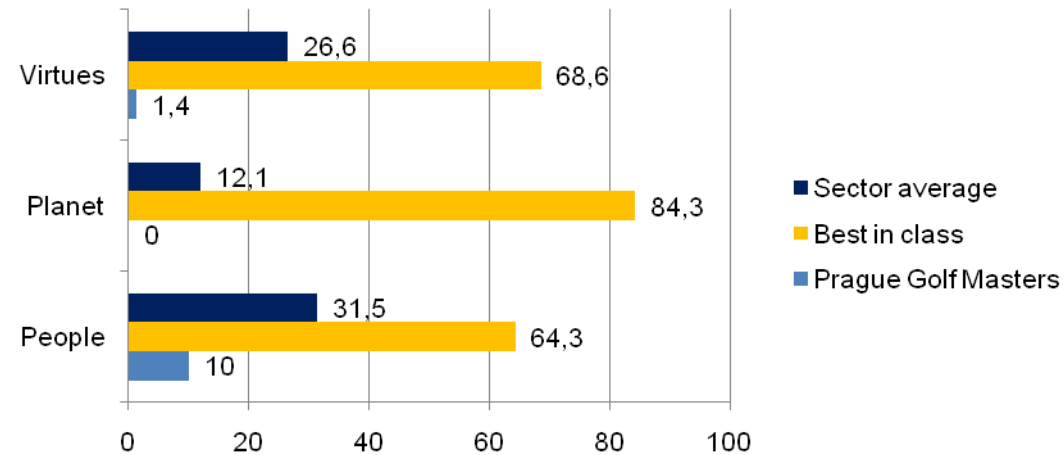
Score: 11.4

Criteria	Strengths
Communication	The tournament uses social media such as Facebook, Twitter, MySpace to communicate and inform about the event.
education	100 kids from the golf schools at Val d'Oise were invited to assists at the various golf clinics.
Accessibility	The tournament provides free entrance for members of the French Golf Federation.
Criteria	Points for improvement
Mobility	Pre-promote public transport on the website and provide shuttle busses to connect public transport and the golf event site.
Local cooperation	Involve the local community in the organisation of the event and use local suppliers to boost local economy and to reduce carbon emission
Energy	Use low emission and fuel efficient vehicles, i.e. for the transportation of the players. Use energy efficient equipment, i.e. use LED lighting throughout the event site and use bio-fuels.

Prague Golf Masters

Date: Sep 08 – Sep 11
Venue: Prague City Golf Club,
Prague, Czech Republic
Prize money: €350,000

Main sponsor: N/A



Position

68

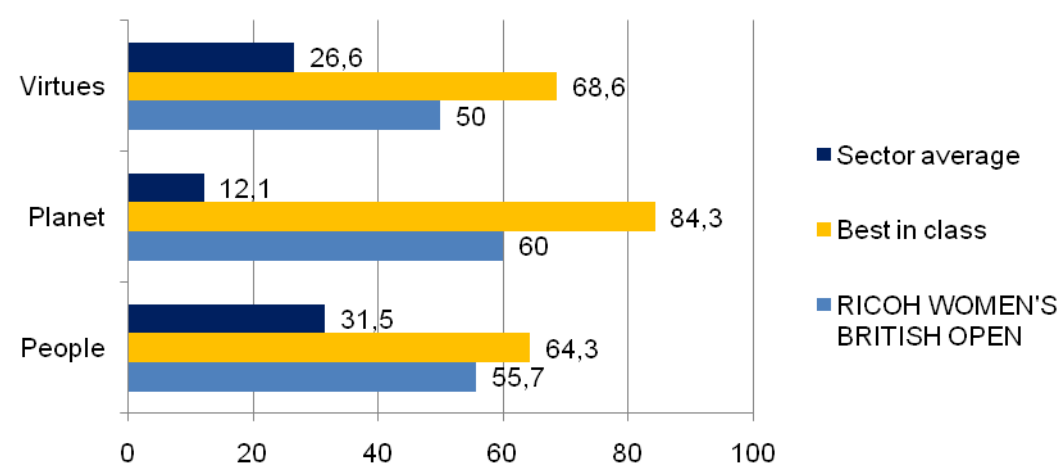
Score: 3.9

Criteria	Strengths
Communication	The tournament has a Facebook event page. However, concrete information regarding the various sustainability issues is lacking.
Criteria	Points for improvement
Communication	Create a tournament website and use social media to communicate about the event and social and environmental actions.
Water management	Use sustainable irrigation systems for the golf course.
Biodiversity	Conserve flora and fauna and reduce pesticides and chemicals on the golf course.

Ricoh Women's British Open

Date: Jun 28 - Jul 31
Venue: Carnoustie Golf Club,
Scotland, United Kingdom
Prize money: €1,875,000

Title sponsor: Ricoh
Main sponsors: Rolex, Titleist, Amadeus,
The Ticket Factory, Andalucía, Oxford
Hotels&Inns, EventScotland



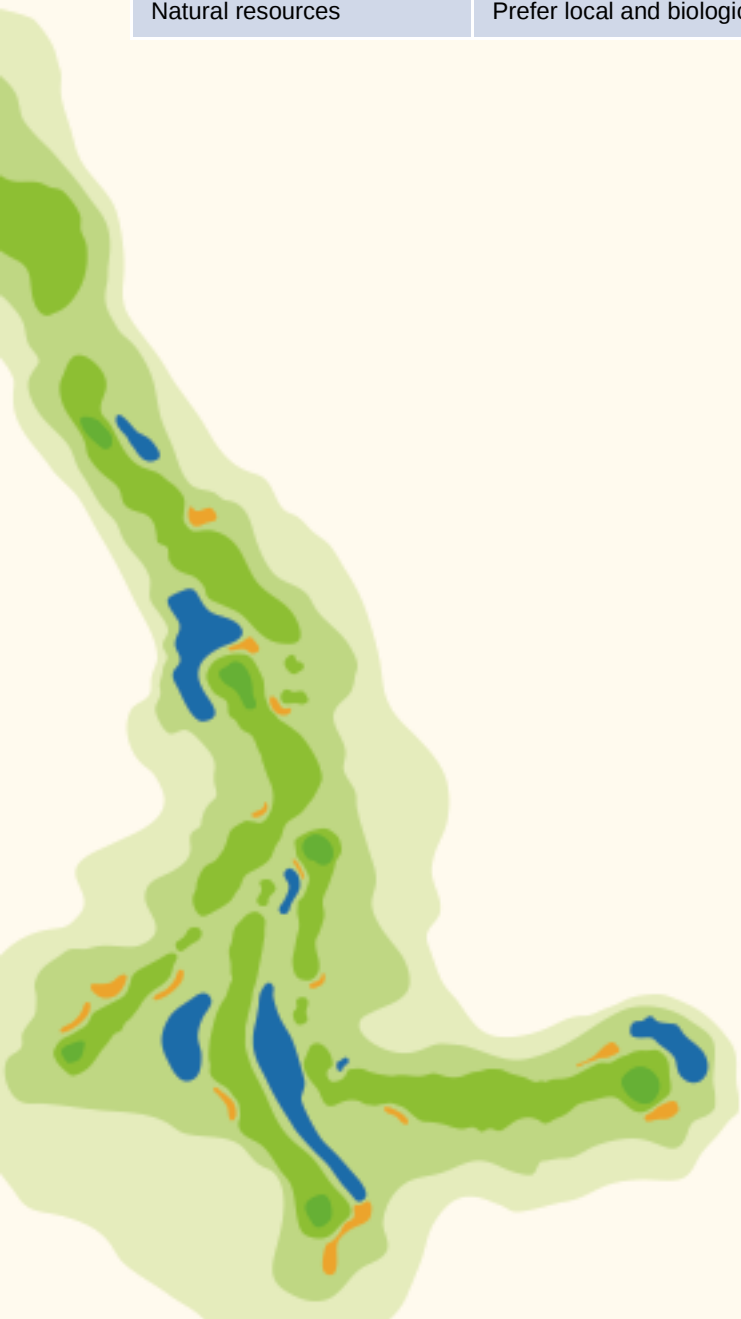
Position

3

Score: 55.2

Criteria	Strengths
Social Responsibility	The Green Initiatives For Tomorrow (GIFT) was conceived by Ricoh to help work towards solutions to stop climate change. For every 10 people that pledge to reduce their CO2 footprints, Ricoh and the Ricoh Women's British Open promise to plant one tree in Africa. The initiative can be shared with others via Facebook, Twitter and email. You can also invite friends when you fill in the contact form to support the Green Initiatives for Tomorrow.
Commitment	Ricoh promotes sustainability on the tournament website and confirms that the tournament fits well with Ricoh and their strive for sustainability.
Venue	Carnoustie Links won the STRI Golf Course Environment award (Scottish regional winner 2009) recognising and reward the course for implementing a successful environmental management strategy. The annual ecological monitoring assessment undertaken over the Championship Course is taken on behalf of the R&A. Assessed is the work carried out over the season and additional recommendations are provided as required to guide the environmental management programme further.
Accessibility	Ticket concessions are offered for students and senior citizens over 60. The championship promotes group bookings on the tournament website. For groups of 20 or more a 20% discount is offered. Groups of 40 or more get a 20% discount plus a £100 merchandise voucher to spend at the tournament.
Criteria	Points for improvement
Waste management	Put deposits on refillable cups and bottles and use biodegradable dishes and cutlery. Make the bin signage for correct waste separation easy to understand for the audience and position the bins so that they are easily accessible.

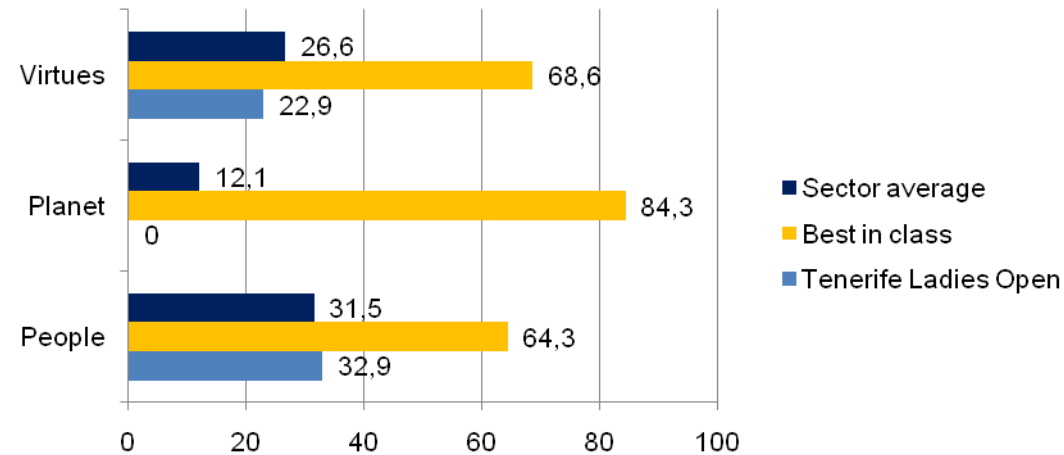
Measurement tools	Conduct an audience survey to gain valuable information about opinions, attitudes and behaviour towards sustainability.
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.



Tenerife Ladies Match Play

Date: Jun 10- Jun 12
Venue: Golf de Las Americas,
Tenerife, Spain
Prize money: N/A

Main sponsors: Tenerife, Islas Canarias



Position

31

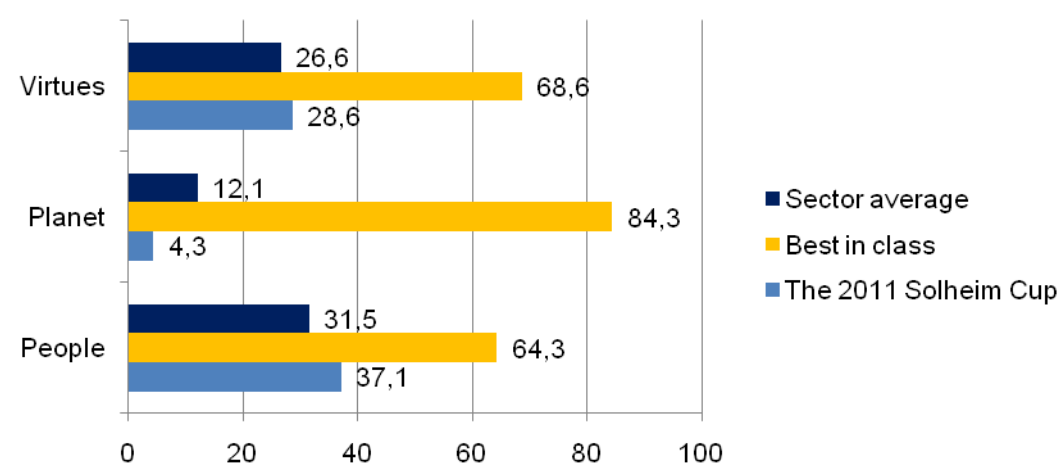
Score: 18.6

Criteria	Strengths
Communication	The tournament uses social media such as Facebook and Twitter to communicate and inform about the event.
Venue	The environmental policy of Golf Las Américas is in accordance with the requirements 4.2 of the regulation UNE-EN ISO 14001/2004 and Biosphere Golf. The Golf Las Américas S.A. management has established a Guide to Environmental Management. The aim is to identify the impact on the environment and to optimise the sustainability of the course, contamination prevention, minimising negative impacts and to perfect the environmental management. BIOSPHERE Certification is sponsored by the Responsible Tourism Institute (ITR) and recognises and certifies Golf Las Américas for having a sustainable management and being an example of sustainability in the international tourism.
Criteria	Points for improvement
Strategic planning	Develop a sustainable transport strategy for the visitors and players.
Energy	Use energy efficient equipment, i.e. use LED lighting throughout the event site and use bio-fuels.
Awareness	Communicate water conservation, energy efficient consumption and correct waste separation to the relevant stakeholders such as visitors, staff and players.

The 2011 Solheim Cup

Date: Sep 23 – Sep 25
Venue: Killeen Castle, County Meath, Ireland
Prize money: N/A

Main Sponsors: PING, Rolex, John Deere Golf, Volkswagen



Position

24

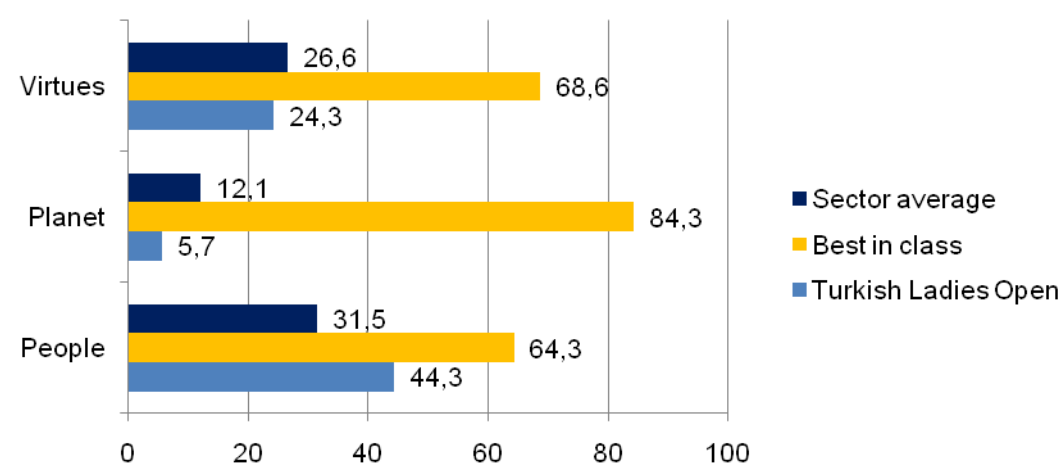
Score: 23.3

Criteria	Strengths
Local Cooperation	The tournament works with local suppliers and cooperates with various tour operators and local accommodation providers such as Dunboyne Castle Hotel & Spa, Tipperary Crystle and Tipperary Water.
Communication	The tournament uses social media such as Facebook and Twitter to communicate and inform about the event
Criteria	Points for improvement
Mobility and Infrastructure	Pre-promote public transport on the tournament website and provide shuttle busses to connect public transport and the golf event site.
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Local cooperation	Use local suppliers to boost the local economy and to reduce carbon emission.

Turkish Airlines Ladies Open

Date: May 05 – May 08
Venue: National Golf Club, Belek,
Antalya, Turkey
Prize money: €250,000

Title sponsor: Turkish Airlines



Position

19

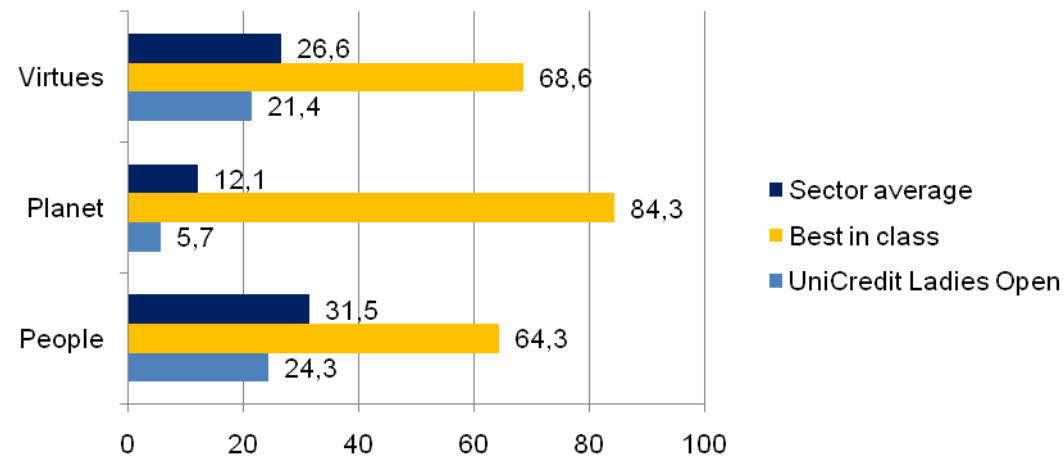
Score: 26.2

Criteria	Strengths
Social responsibility	The NGC Junior's programme is offered at the event. It is a training scheme for local children. A total of 56 children are given golf instruction and training as well as the opportunity to play golf every weekend and on school holidays. The children participating are from the region and from the local orphanage. Children can learn how to play golf, but they can also take English classes, learn about manners, healthy eating and help out with golf course preparations. The programme aims to help underprivileged children preparing for the future with the skills to become a golfer or to work at a golf course.
Communication	The tournament provides a newsfeed, a newsletter, picture gallery and video material from the event to communicate several initiatives.
Criteria	Points for improvement
Venue	Use a certified golf course for the event (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Natural resources	Prefer local and biological products that provide healthy, quality food while contributing positively to the local economy in an environmental friendly way.
Energy	Use low emission and fuel efficient vehicles, i.e. for the transportation of the players. Use energy efficient equipment, i.e. use LED lighting throughout the event site.

UniCredit Ladies Open presented by Audi

Date: May 19 – May 22
Venue: Golfpark Gut Häusern,
Munich, Germany
Prize money: €350,000

Title sponsor: UniCredit, Audi
Main sponsors: Süddeutsche Zeitung
ERGO Versicherungsgruppe



Position

34

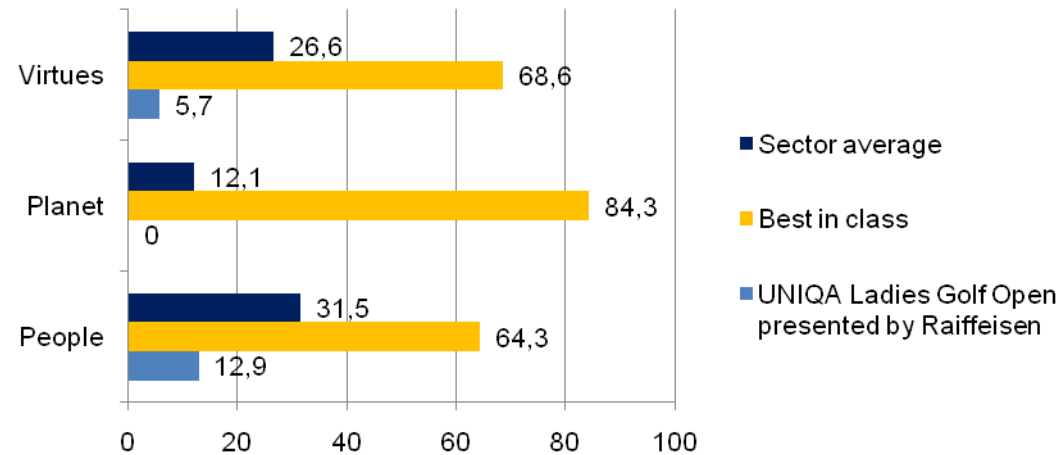
Score: 17.1

Criteria	Strengths
Communication	The tournament uses social media to communicate and inform about the event.
Infrastructure	There are free shuttle busses running from the metro to the event (S2 from Munich to Petershausen Station Vierkirchen/Esterhofen).
Accessibility	The tournament has special ticket offers for children, adolescents (18 years) and students enter for free.
Social responsibility	Side events such as the Kids and Junior Golf are arranged by the German and Bavarian Golf Federations on the Putting Green.
Criteria	Points for improvement
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Mobility	Promote the impact of transport, communicate alternatives and promote the benefits.
Choice of stakeholders	Partner with an environmental and/or social NGO to learn more about sustainability and to raise credibility of the event.
Measurement tools	Conduct a audience survey to gain valuable information about the sustainability perception of the visitors.

UNIQA Ladies Golf Open presented by Raiffeisen

Date: Sep 02 – Sep 04
Venue: Golfclub Fohrenwald, Wiener Neustadt, Austria
Prize money: €200,000

Main sponsors: UNIQA, Raiffeisen, Golfland Niederösterreich



Position

60

Score: 6.2

Criteria	Strengths
Side events and social well-being	The UNIQA Vital Club offers a health and fitness programme at the tournament, that includes a body check for golfers, the UNIQA VitalParcour and special offers for ladies such as high-tech training for golf players and various fitness activities for the whole family.
Criteria	Points for improvement
Mobility and Infrastructure	Pre-promote public transport, cycling and walking on the website and offer rewards such as special ticket offers or freebies. Provide shuttle busses to connect public transport areas and the golf event site.
Venue	Encourage golf course to take part in a certification programme (GEO certification, STRI award, Audubon Cooperative Sanctuary, ISO 14001).
Accessibility	Make sure the event is also accessible for the disabled, elderly and mobility impaired.

Abbreviations

CGN	Compagnie Générale de Navigation sur le lac Léman
DBLSO	Deutsche Bank Ladies Swiss Open
DJSI	Dow Jones Sustainability Indexes
DVG	Greenkeeper Verband Deutschland
EGA	European Golf Association
EGU	English Golf Union
ELA	European Leukodystrophy Association
FHP	Fédération de l'hospitalisation privée
GEO	Golf Environment Organisation
IPM	Integrated Pest Management
ISO	International Organisation for Standardisation
LED	Light-emitting diode
NGO	Non-governmental organisation
SBF	Seve Ballesteros Foundation
STRI	Sports Turf Research Institute
WWF	World Wildlife Fund

What is next?

FairWay: a strategy development tool for sustainability

To help golf tournaments on their road to sustainability Between-us has launched FairWay. FairWay is a sustainability strategy development tool for golf events that provides a roadmap for sustainability. Between-us helps to create a shared vision, decide on priorities and turn this into a concrete 100-days action plan covering the interests of key stakeholders. The action plans guarantees that sustainability becomes more tangible for the event and leads to concrete value creation. FairWay is distilled from an existing strategy development tool that has already been implemented at many organisations in the energy, fashion and retail sector.

FairWay

The approach

1. Analysis of the current situation and existing KPI's
2. Develop a future vision for the event
3. Translate the future vision into a concrete action plan for the next 100 days by use of a backcasting approach
4. Delivery of a roadmap with information on resources, responsibilities, quick wins and involved stakeholders

For more information on FairWay, please contact Bart Stadhouders, project manager Sustainable Golf Index via bart@between-us.nl or +31 76 5222817.

PARTNER



VAAV Communication is an independent Brussels based consultancy, advising clients on sponsorship strategy. VAAV's team of sponsorship specialists leverage their international experience to help its clients better identify, negotiate, plan, activate and evaluate sponsorship and event based communication platforms. For more information visit www.vaav.eu

PARTNER



The Academy for Leisure of NHTV Breda University wants to offer an unlimited playground that connects people and challenges to create meaningful experiences for a better world.

About Between-us

International Strategic CSR consultancy with 14 years experience

Since 1997 Between-us helps companies, governments, and housing corporations in the Netherlands, Scandinavia and Switzerland with the **creation of better business through stakeholder value**. Optimal adaptation to the needs of stakeholders is rewarded with cost reductions, quality improvements, increased employee satisfaction, improved reputation and an increase of brand loyalty.

Between-us creates stakeholder value through **stakeholder management**, increased sustainability of the **supply chain** and the development of an integral **CSR strategy**. Our innovative and people oriented approach distinguishes itself in the inspiring connection that Between-us makes with a **business-like character and creativity**.

Between-us is an active participant in the discussion in the field of **sustainable innovation** and **social performance**.

We publish cases on a regular basis in leading magazines and we deliver guest lectures at the Swiss business school IMD, TiasNimbas, the NHTV Imagineering Academy and the Danish KaosPilots, school for social innovation. Furthermore Between-us initiated the **Green Heroes Sustainable Innovation Network**, an international not for profit platform to connect green start ups and experienced professionals.

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